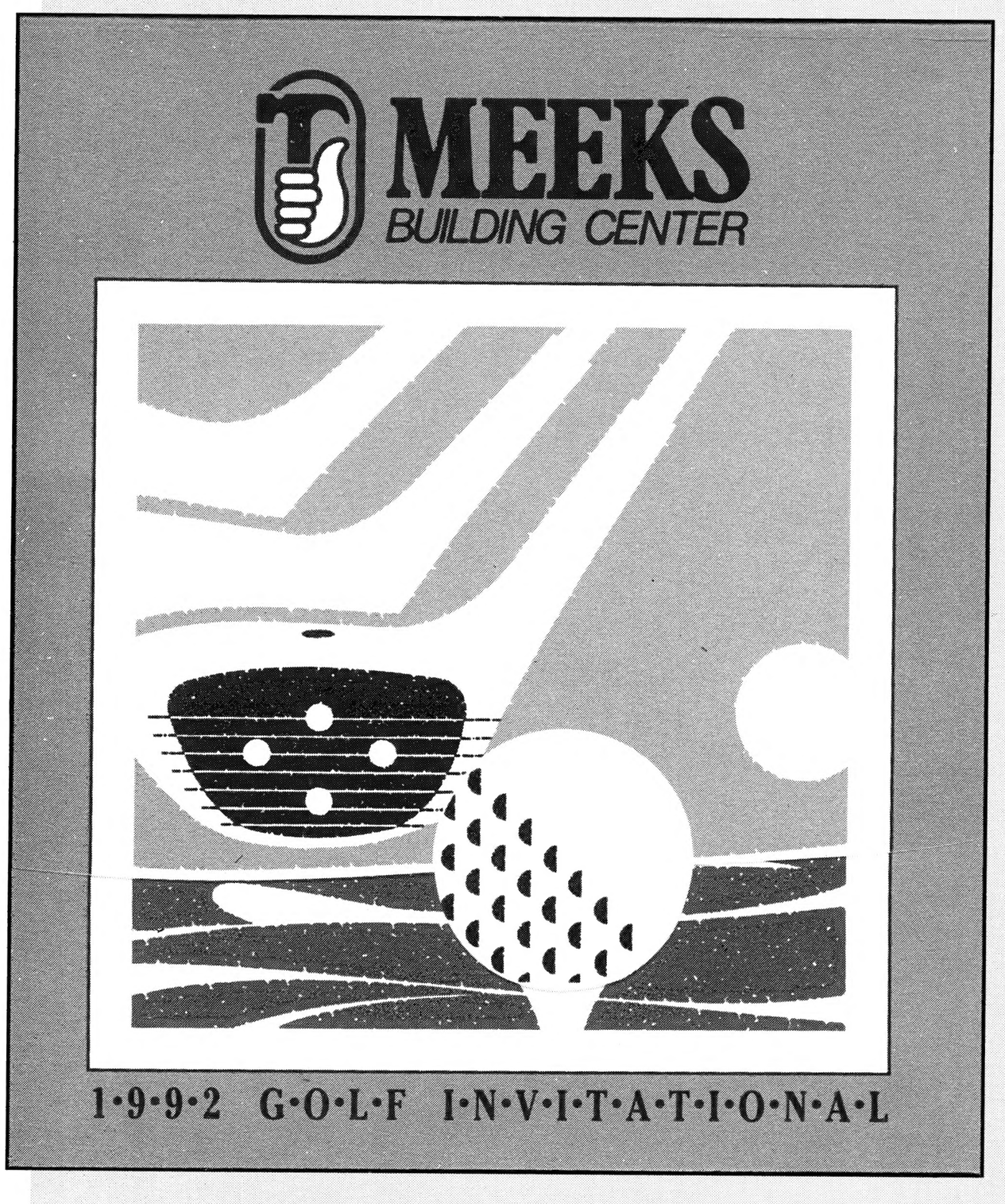
June 1994

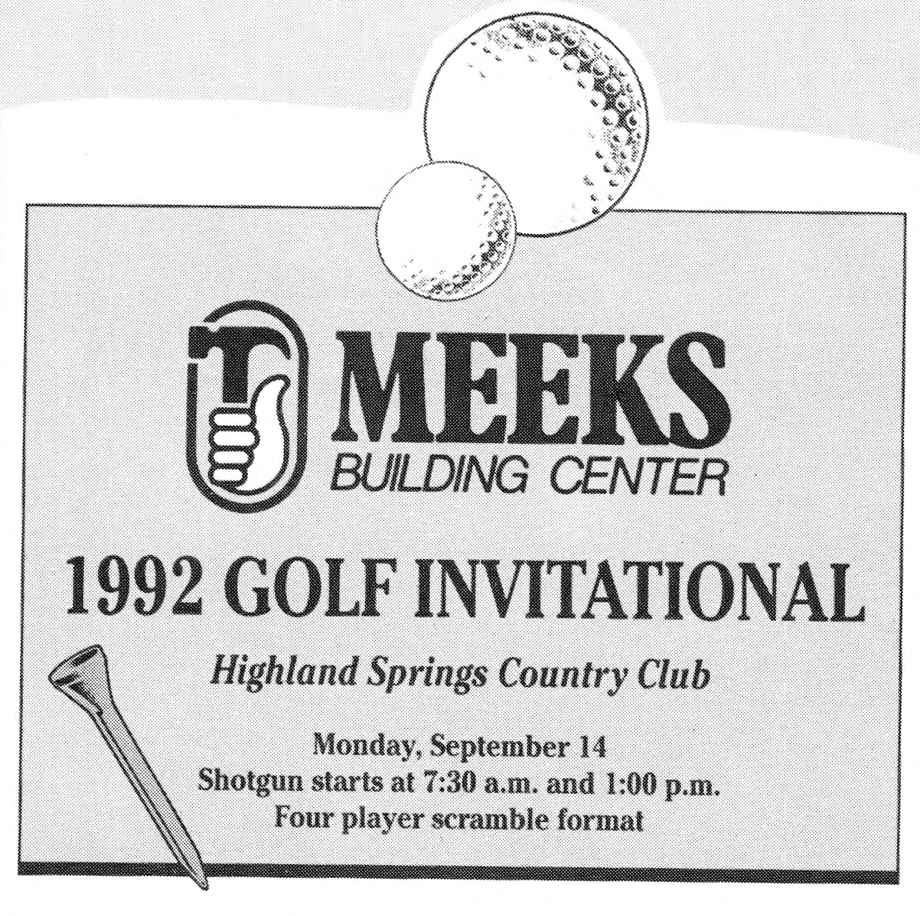
TearSheet

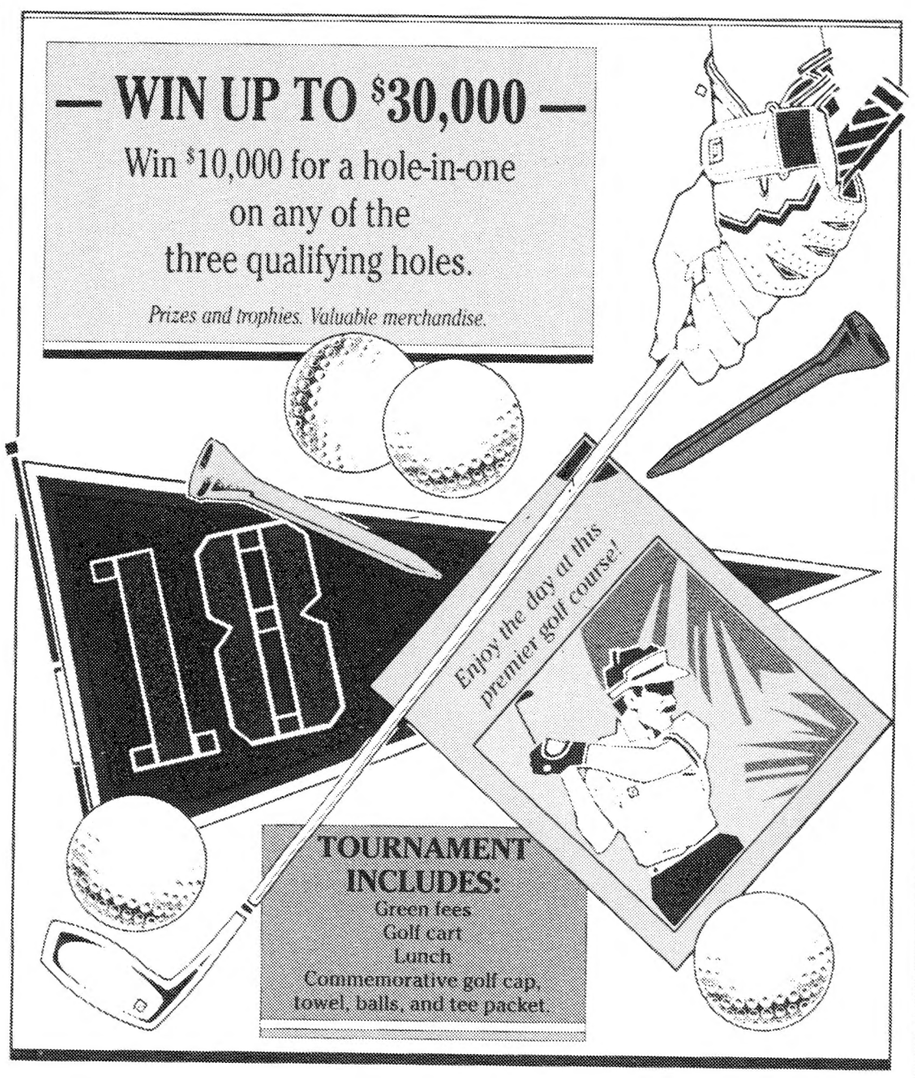
Case Histories

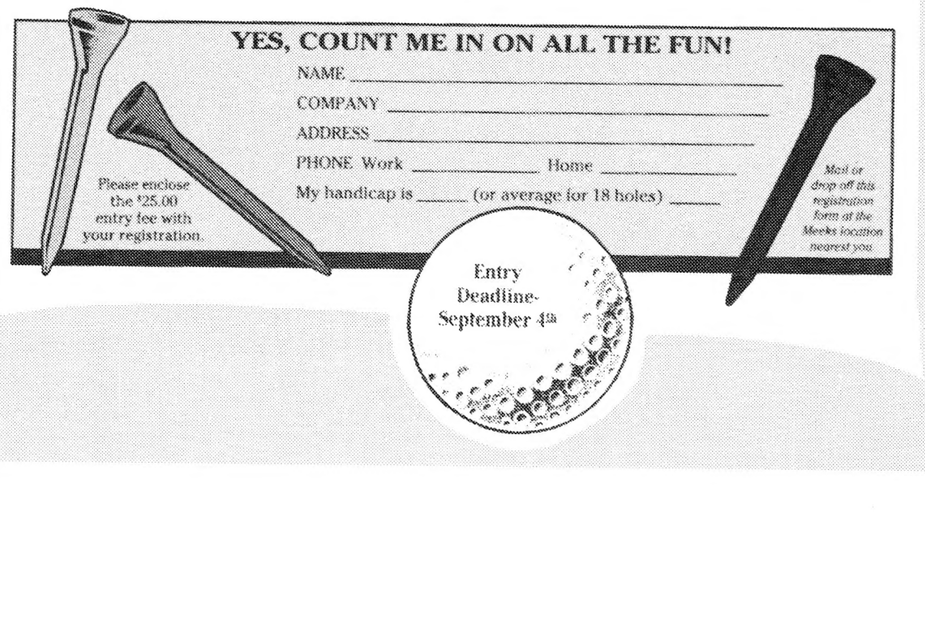
Debbie Custer-Pearson
Graphic Artist
MEEKS BUILDING CENTER
330 N. Jefferson
Springfield, MO 65806

PMS golf art from April 85, page 8 (on the cover), and March 83, page 8 (on inside spread), was a big hit on tournament invitation. Cleverly placed die-cut (in center of golf ball) keeps piece closed. Custer-Pearson remarks, "Thanks to *PMS* artwork, our invitational was a big success!" Printed in green, blue, red, bright yellow, and black on white card stock.






— WIN UP TO $30,000 —
Win $10,000 for a hole-in-one on any of the three qualifying holes.
Prizes and trophies. Valuable merchandise.
Enjoy the day at this premier golf course!
TOURNAMENT INCLUDES:
Green fees
Golf cart
Lunch
Commemorative golf cap, towel, balls, and tee packet.


YES, COUNT ME IN ON ALL THE FUN!
NAME
COMPANY
ADDRESS
PHONE Work Home
My handicap is (or average for 18 holes)
Please enclose the $25.00 entry fee with your registration.
Mail or drop off this registration form at the Meeks location nearest you.
Entry Deadline- September 4th

Case Histories

Yvonne Encarnacao
Designer
PURITY SUPERMARKETS
101 Billerica Ave.
North Billerica, MA 01862

Color added to fruits and vegetables from Aug. 91 *PMS*, page 10, for this directory to guide customers through a remodeled store. Art was scanned and saved as a TIFF, then color added in QuarkXPress®. Banner enclosing headline was hand-drawn to match style of art.

FRONT COVER ▶

▼ BACK

Grocery

- A greater selection of your favorite national brand name products
- Expanded variety of frozen foods and dairy products
- Choose from a huge variety of natural and nutritional foods
- Variety includes gourmet specialty foods, beer and wine

Supreme Choice Meats

- Full butcher service for special cuts
- Family packs available
- Freshly made sausage
- Coleman Natural Lite Beef; Natural Chicken
- Supreme Cuisine prepared entrees
- USDA Choice Beef & Grade A Poultry
- Free meat recipes
- Double-your-money-back freshness guarantee

Fresh Choice Fish

- Over 100 varieties of restaurant quality steaks, fillets, shellfish and exotics
- Live lobster pool
- Self-service fish items; prepared entrees
- Federally Lot Inspected Seafood
- Free seafood recipes
- Double-your-money-back freshness guarantee

My Fresh Bakery

- Everything baked fresh from scratch...daily!
- Breadworks with 40 different kinds of bread
- Continental Crusty breads, rolls and bagels
- Custom-decorated all-occasion cakes
- Jumbo donuts & muffins, pies, cookies, fresh brewed coffee, self-serve frozen yogurt and more!

Harvest Fresh Produce

- Over 250 varieties of fruits and vegetables, including exotics and organics
- King Size, top quality fruit section
- Salad bar; melon bar; cored pineapples
- Freshly-squeezed orange juice
- A wide array of bulk foods
- Free exotic produce recipes
- Fresh flower arrangements and bouquets
- Foliage and flowering plants; single stem flowers
- Double-your-money-back freshness guarantee

International Cheese & Deli

- Over 250 imported and domestic cheeses and deli meats
- Self-service, freshly sliced deli meats and cheeses
- Low salt meats and cheeses
- Freshly made pizza; fresh pasta
- Calzones; subs; lunches-to-go; gourmet sandwiches
- Garden fresh and exotic salads
- Gourmet coffee beans
- Double-your-money-back freshness guarantee

Health & Beauty Care, General Merchandise

- Over 15,000 items to choose from
- A drugstore in a supermarket~ vitamins, hair care, cosmetics, fragrances, greeting cards and gift wrap, Russel Stover candy
- Seasonal needs, books and magazines, stationery supplies, housewares
- Quality photo processing service done overnight or free *(see store for details)*

Special Services

- Video transfer system *(photos, movies to tape)*
- Supreme Video rentals with Nintendo rentals
- TV video cooking shows in meat, produce and seafood departments
- New scanning registers for accurate checkout
- Checkout Coupons℠ for additional savings
- Check cashing
- ATM machine
- Carry-out upon request
- VIP telephone service for advance orders
- New England Telephone bill payments accepted
- Postage stamps available at face value
- Money orders and money grams available
- Gift certificates available
- Lottery tickets available
- Rug steam cleaner rental
- Knife sharpening
- Double Manufacturers' Coupons

Purity

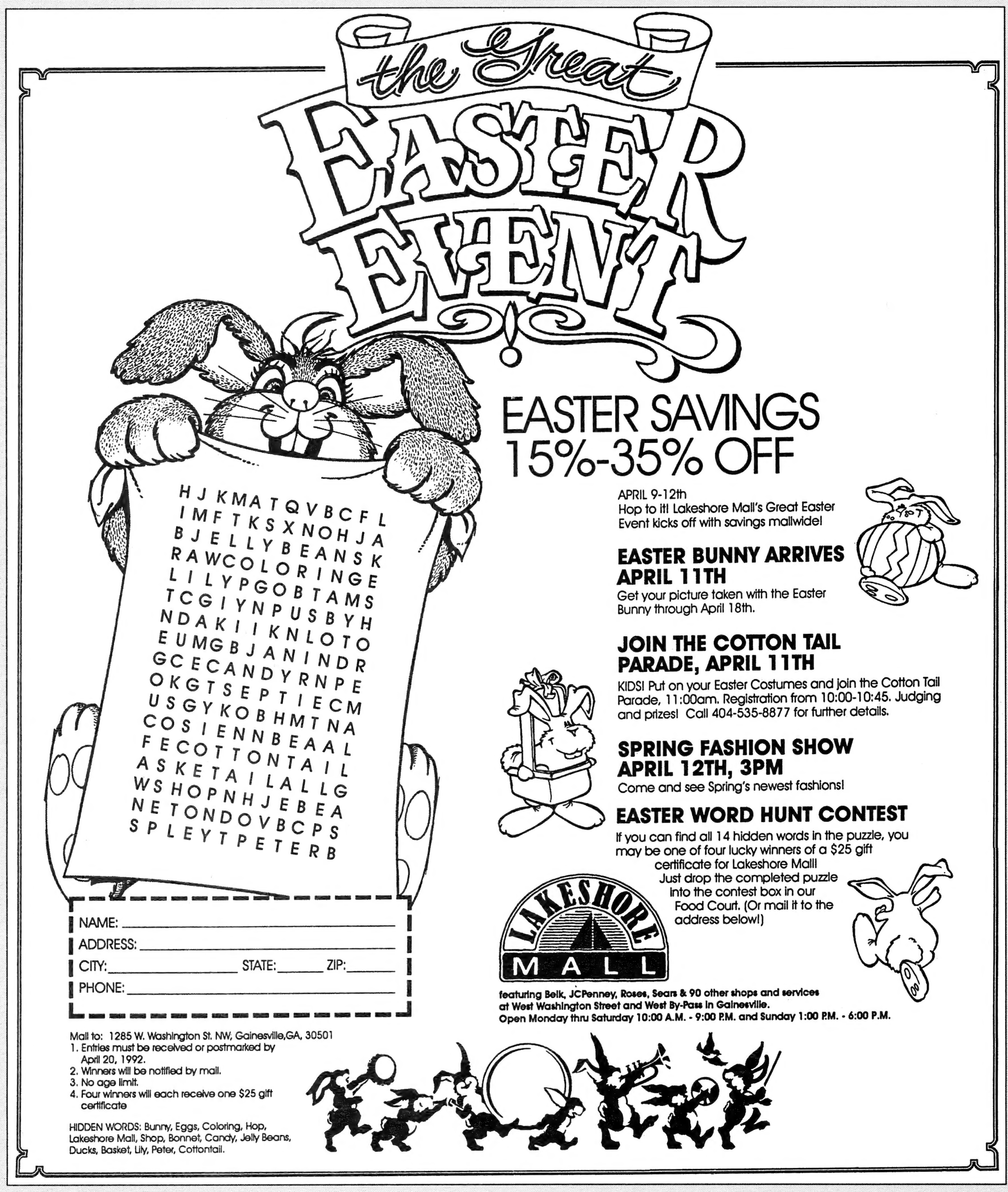
680 Upper Valley Shopping Center • Lebanon, NH

Open 24 Hours Seven Days a Week

Case Histories

Tracy Stalling
Art Director
ATLANTA
JOURNAL & CONSTITUTION
60 Sheraton Way
Mableton, GA 30059

A bevy of bunnies from two issues of *PMS* makes for an adorable Easter events ad. Heading is from April 92, page 22; large rabbit holding puzzle is an April 92, page 17, ready-to-go ad frame with headline removed; and comic rabbits and silhouette bunny band are from April 88, page 6.


the Great
EASTER EVENT!
H J K M A T Q V B C F L
I M F T K S X N O H J A
B J E L L Y B E A N S K
R A W C O L O R I N G E
L I L Y P G O B T A M S
T C G I Y N P U S B Y H
N D A K I I K N L O T O
E U M G B J A N I N D R
G C E C A N D Y R N P E
O K G T S E P T I E C M
U S G Y K O B H M T N A
C O S I E N N B E A A L
F E C O T T O N T A I L
A S K E T A I L A L L G
W S H O P N H J E B E A
N E T O N D O V B C P S
S P L E Y T P E T E R B
EASTER SAVINGS
15%-35% OFF
APRIL 9-12th
Hop to it! Lakeshore Mall's Great Easter Event kicks off with savings mallwide!
EASTER BUNNY ARRIVES APRIL 11TH
Get your picture taken with the Easter Bunny through April 18th.
JOIN THE COTTON TAIL PARADE, APRIL 11TH
KIDS! Put on your Easter Costumes and join the Cotton Tail Parade, 11:00am. Registration from 10:00-10:45. Judging and prizes! Call 404-535-8877 for further details.
SPRING FASHION SHOW APRIL 12TH, 3PM
Come and see Spring's newest fashions!
EASTER WORD HUNT CONTEST
If you can find all 14 hidden words in the puzzle, you may be one of four lucky winners of a $25 gift certificate for Lakeshore Mall! Just drop the completed puzzle into the contest box in our Food Court. (Or mail it to the address below!)
NAME:
ADDRESS:
CITY: STATE: ZIP:
PHONE:
Mail to: 1285 W. Washington St. NW, Gainesville,GA, 30501
1. Entries must be received or postmarked by April 20, 1992.
2. Winners will be notified by mail.
3. No age limit.
4. Four winners will each receive one $25 gift certificate
HIDDEN WORDS: Bunny, Eggs, Coloring, Hop, Lakeshore Mall, Shop, Bonnet, Candy, Jelly Beans, Ducks, Basket, Lily, Peter, Cottontail.
LAKESHORE MALL
featuring Belk, JCPenney, Roses, Sears & 90 other shops and services at West Washington Street and West By-Pass in Gainesville.
Open Monday thru Saturday 10:00 A.M. - 9:00 P.M. and Sunday 1:00 P.M. - 6:00 P.M.

Case Histories

Karla Hanes
Graphic Artist
COBORN'S INC.
1445 E. Highway 23
P.O. Box 6146
St. Cloud, MN 56302

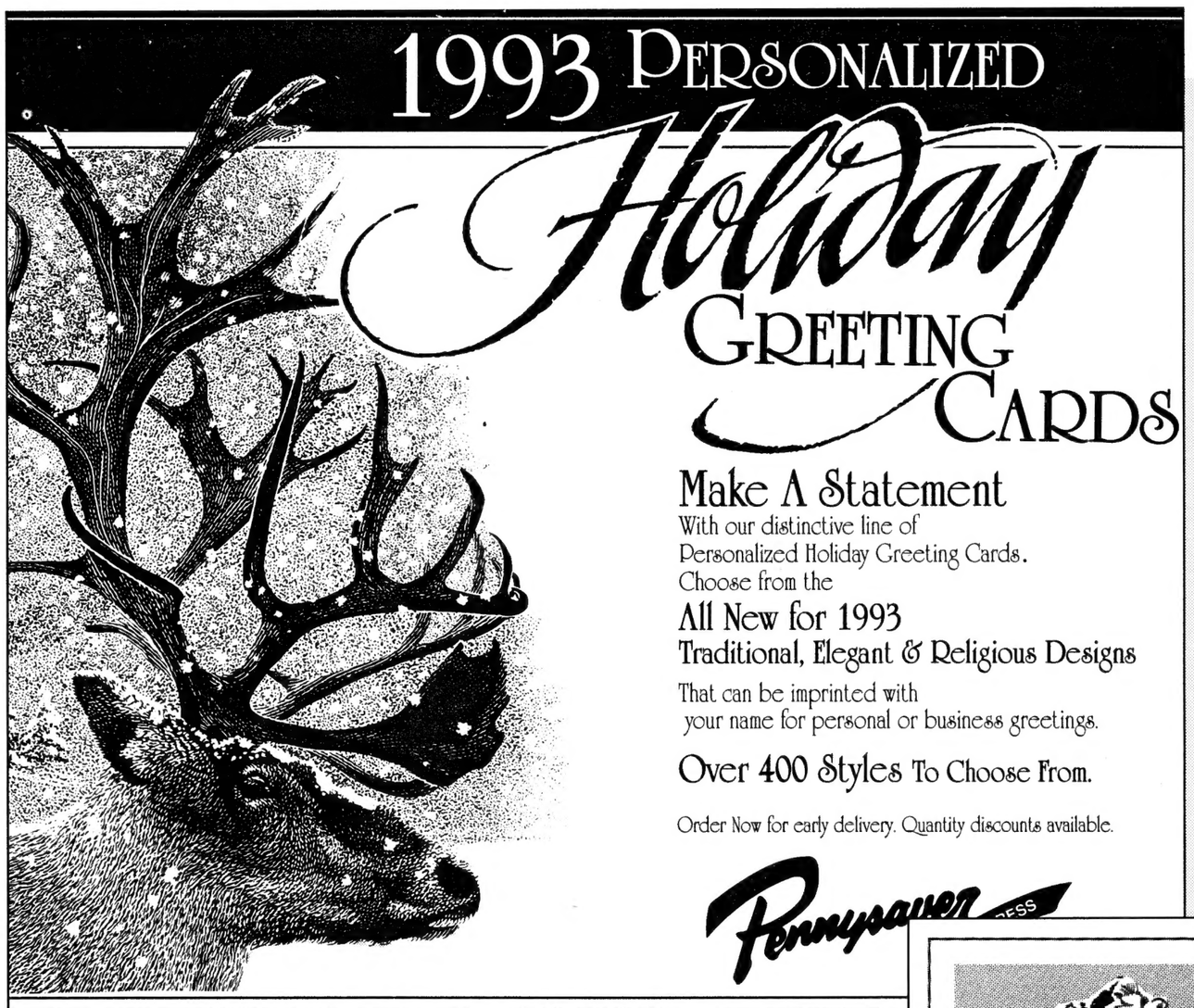
Couple and flowers lifted out of June 91 wedding art, page 2, to create this unusually elegant grocery store ad. Flowers used to devise ad border, and repeated and reduced to frame category headings. Printed in black, magenta, and screens of magenta on newspaper stock.

Your Wedding Planner
Floral
Let your plans begin with the Cash Wise Flower Shoppe. Our experienced designers have the freshest ideas in flowers, from bridal bouquets to altar flowers. We carry the highest quality flowers at the lowest prices in the area. We'll help plan your perfect wedding. Call for a wedding consultation appointment.
Deli & Bakery
Put your trust in Cash Wise to make your wedding a most memorable affair. We do full line catering, or help you out with part of a meal. From cold buffets to hot dinners, Cash Wise makes a full line of salads in our salad kitchen, meat and cheese trays, sandwiches, dinner rolls and pastries from our scratch bakery. Our services include delivery, serving and cleaning. Contact Roxanne Hanson our Deli Manager, for a free consultation.
Liquor
Cash Wise Liquor can help you with a large selection of wine, liquor, champagne, and non-alcoholic beverages. Stop in and see how our friendly staff can help you plan your beverage needs. You tell us how many guests you want to serve and we'll help you save money with our special quantity discounts.
CA$H WI$E FOODS•LIQUOR
Waite Avenue & 2nd St. South
Waite Park
STORE: 259-1308
LIQUOR: 259-1156
FLORAL: 259-1140

Case Histories

Lucy McNulty
Paste-up Artist
PENNYSAVER PRESS
109 South St.
Bennington, VT 05201

Classy Christmas art and lettering combined to compose holiday ads for Pennysaver Press. Reindeer from Dec. 93 *PMS*, page 10, and lettering from Dec. 93, page 22, promote personalized holiday cards. Nov. 93 *PMS* wreath, page 10, and children's choir, Dec. 92, page 8, announce availability of holiday recipe books. Printed in black on newspaper stock.


1993 Personalized
Holiday
Greeting
Cards
Make A Statement
With our distinctive line of
Personalized Holiday Greeting Cards.
Choose from the
All New for 1993
Traditional, Elegant & Religious Designs
That can be imprinted with
your name for personal or business greetings.
Over 400 Styles To Choose From.
Order Now for early delivery. Quantity discounts available.
Pennysaver Press
109 South St., Bennington, Vt. 05201
802-447-3381 or Toll Free 1-800-234-1432

Case Histories

Chris White
Suwannee Democrat
SALES COORDINATOR
123 W. Conner St.
Live Oak, FL 32060

Embracing couple from Feb. 90 *PMS*, page 2, was exactly what this car dealer needed to promote "Sweetheart of a Deal" Sale. White writes, "This is an unusual ad for a car dealer! But they loved it! This ad got the attention they wanted."

RED HOT
1st ANNUAL "Sweetheart... of a Deal" SALE
Feb. 10th-13th
9 a.m.-7 p.m.
Daily
FREE PINK ICE TENNIS BRACELET
RETAIL VALUE $29.95*
BE AN INSTANT GUARANTEED WINNER!
DISCOUNTS UP TO $8,000
INTEREST RATES AS LOW AS 3.9% APR
LISTEN TO 9107 LIVE REMOTE DAILY FOR MORE CHANCES TO WIN
ON THE SPOT FINANCING
FREE PEPSI
Bring your sweetheart and test drive the vehicle of your choice to receive a free genuine pink ice tennis bracelet.*
LIMIT 1 PER FAMILY. MUST BE 18 YEARS OF AGE AND A LICENSED DRIVER.
While you are here register for the daily drawing for a 14K gold tennis bracelet. One K total gemstone weight. Genuine diamonds and rubies with a retail value of $900.
CHECK OUT THE SWEETHEART DEAL DAILY ON A FEATURED VEHICLE UNDER THE BIG TENT
60 mo. @ 7.90 APR with approved credit.
North Valdosta Road at I-75
242-7930
Mon.-Fri. 9 a.m.-7 p.m.
Sat. 9 a.m.-6 p.m.
Valdosta
LINCOLN • MERCURY • JEEP • EAGLE
Service Department & Body Shop
Monday-Friday
8 a.m.-6 p.m.

For
PMS Cover Story
and
Trade Show
information
please see
the inside
front cover of
Print Media Service.

Treat Dad like a king on Father's Day. Look inside for informative articles, great gift options, delicious dining specials, and fun activities to make his day a special one.

- Finding the right gift
- Choosing a cologne
- Great office gadgets
- High-tech toys
- Special coupon insert

Make Your Father's Day

Special supplement to The Daily Times ♦ June 12, 1994

No two fathers are alike...
...so where can you go to find the perfect gift...
...that you know he's going to love at the guaranteed lowest price in town?
Chef
General Merchandise
247 Prospect Avenue
Open Mon.-Sat. 9-9,
Sunday 10-5

WOW.
Another tie.
Just what I wanted.
What can I say?
Geez, thanks.

This year, give dad something he'll really appreciate: a Royal City Health Club membership. For information, call

555-9834

You'll be charmed by these Vidmar Variety deals...

College-Rule Paper
300 sheet pack
$2.49

High Style Hair Spray, 24 oz.
$2.29

Girls' Jazzy Jeans
size 6-14
$19.99

Wood Frames
choice of styles
$2-$10

1 gal. Latex Paint
flat or semi-gloss
$9.99

Already-reduced clearance items
50% off

Vidmar Variety • Pinewood Plaza • M-S 9-9

WHY YOU INVEST.

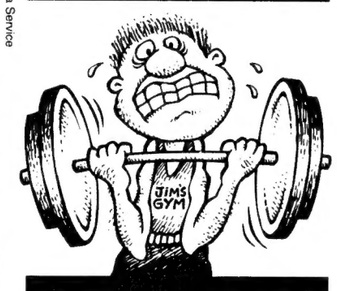
HOW YOU INVEST.

Our experts are ready to help you lay a strong financial foundation to build those tomorrows on. The best way to ensure that the money will be there when you need it is to start investing now. Call us today to set up an appointment for your free personal investment analysis.

Strongherst Investment Co. • 1435 Sheridan • 555-5698

Grad screen Jan. 89 Print Media Service

HARD day?



Come join your friends for food, drinks, and fun every weeknight from 5 to 7 p.m. Great drink specials and our hot appetizer bar make this the place to be.

Sam's Place • 211 Oak St.

something to **celebrate?**

Our big screen television, fabulous daily food and drink specials, and the hottest music make this the perfect place to party hearty with your pals.

Sam's Place • 211 Oak St.

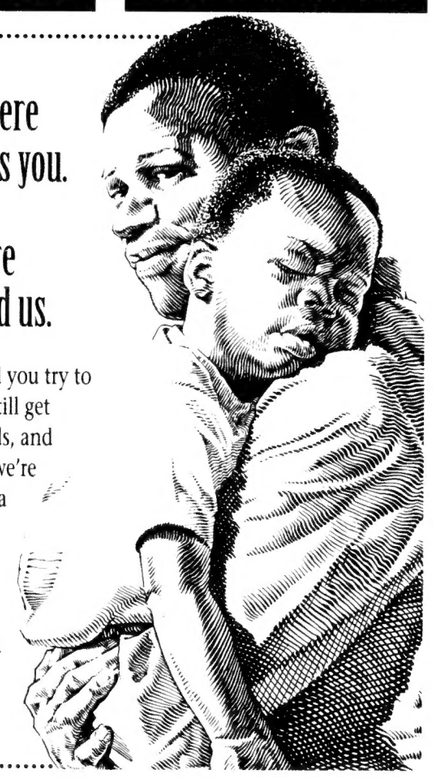
Catch a good DEAL in the Classifieds!

The News Dispatch • 555-8934

You're there when he needs you.
We're here when you need us.

No matter how hard you try to protect them, kids still get bumps, scrapes, colds, and the flu. That's why we're now open 24 hours a day, seven days a week for your convenience.

Neighborhood Pharmacy
789 Forest
555-9085



You deserve the
Royal treatment

Give your car the quality care it deserves *and* save money with our affordable auto services.

- Lube, Oil, & Filter – $19.49
- Interior Shampoo – $20.00
- Hand Wash & Wax – $15.99
- Auto Safety Check – $15.49
- Drive-Thru Wash – $5.00

Appointments for service are appreciated, but not necessary.

Bob's Automotive
567 Prospect Ave. • 555-6092

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Note: Numbers identify images for Electronic PMS subscribers.

Happy Birthday to me, Happy Birthday to me

Give your child the perfect gift – a day of fun activities with a group of friends.
• Go-Carts • Miniature Golf • Jungle Gym
• Bike Trails • Playground • Food Court
Facilities for birthday parties available

Parents admitted free with child **$5** per child

Worlds of Fun
550 W. Pine • Open M-S 8-8

THE FUN STARTS HERE!

Feel The Beat

It's hard to miss!

Listen to the music of the city – the hot hits that make you want to dance.

Full force music with a driving beat. The latest hits by your favorite artists without too much talk or too many commercials.

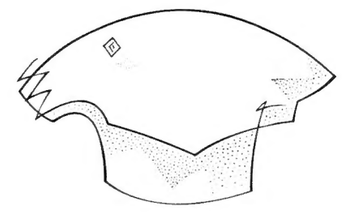
WXYZ FM 109

A Bucketful of Bargains

Everything for fun days at the beach, the pool, or in your own backyard.

Enjoy summer sensibly with our great selection of sunscreen, sunglasses, waterproof make-up, insect repellent, and sunburn remedies at low discount prices.

Mitchell's Drug Store
11908 West Devon
Open M-S 9-9 • 555-7540



THE

Beat the heat this summer with a

PERFECT

light lunch or dinner from our large

RECIPE

menu. Try a cool, crisp Cobb salad,

FOR A

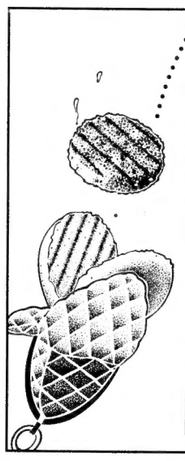
delicious chicken salad croissant,

GREAT

or a refreshing fresh fruit sampler.

SUMMER

Rico's ON THE SQUARE



WE GUARANTEE YOU'LL

FLIP

OVER THESE DEALS

Now thru Saturday, take an additional 20% off all our previously-reduced scratch and dent appliances. Special ninety days/same-as-cash financing is available to qualified buyers.

C&M Appliance Center
908 N. Henderson • 555-3903 • M-S 9-8, Sun. 11-5

GOIN' ON VACATION

It's time for us to take a break. We'll be closed from Monday, June 20th to Friday, June 24th. See you on Monday, June 27th.

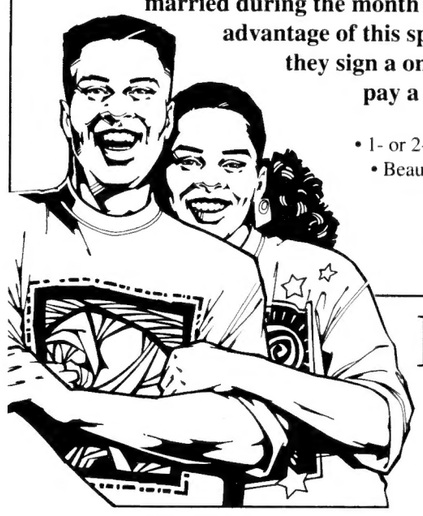
Mokena Printing Co.

when you can't get to the beach

Try our Tanning Special. Twenty-five 1/2 hour sessions are now only $35. That's only $1.40 per tanning session. Offer ends 6/30/94.

Michelle's
TANNING SPA
467 N. Austin • 555-TANS
M-F 9-9, Sat. & Sun. 10-6

For the newlyweds...



Get your first month's rent FREE! Any couple married during the month of June can take advantage of this special offer when they sign a one-year lease and pay a security deposit.

- 1- or 2-bedroom apartments
- Beautiful view of the lake
- Private balconies
- Covered carports
- Offer ends 6/30/94

Paradise APARTMENTS
120 S. Lansing Rd.
(311) 555-7840

It's That Time Again!

Pick up your **FREE** Garage Sale Package with stickers, signs, and a list of tips to make your sale a real success.

Garage Sale Advertising Special

A three-line ad in the garage sale section of the classifieds is only $5.00 for four days.

The bargain hunters are out searching for the best garage sale buys. Time to clean those closets and attics and make some extra cash by advertising your garage sale in the classifieds. Call 555-3389, ext. 340.

The Daily News-Dispatch

SUMMER SAVINGS

Shop early for the best selection

Sale Days: June 12-30

Windermere SOFAS
$659.99
Timeless, classic styles in easy-care fabrics

Oak Library TABLE
$199.79
A beautiful addition to any home or office

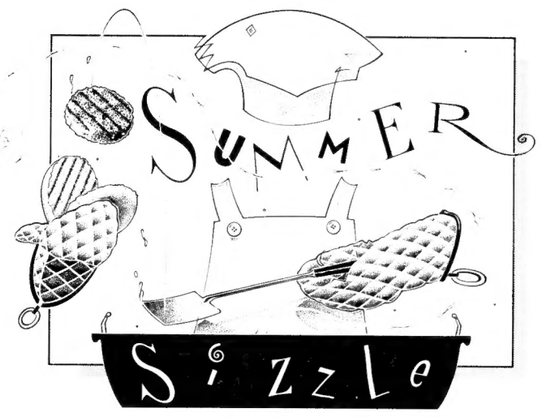
LOW PRICES EVERY DAY!

IdleGuy CHAIRS
$299.79
Upholstered rocker/recliner in choice of seven colors

Bedroom SUITE
$719.79
Five Victorian-style pieces with cherry finish

Save big on a wide variety of stylish furniture and accessories to fit every room in your home.

Armstrong Furniture
3314 North Lynn Road • 555-4845
Hrs: Mon.-Sat. 9 to 9, Sun. 11 to 5



Put some fun into your wardrobe with the latest summer styles from the hottest designers. Whether it's comfortable cotton casuals for your vacation, lightweight coordinates for work, dressy looks for that special occasion, or swimwear for the beach, you'll find the clothing you need at prices you can afford. Then, complete your outfit with shoes, jewelry, hats, and accessories that stretch your fashion options to the maximum. Hot, hot, hot summer dressing is right here.

CONNORS

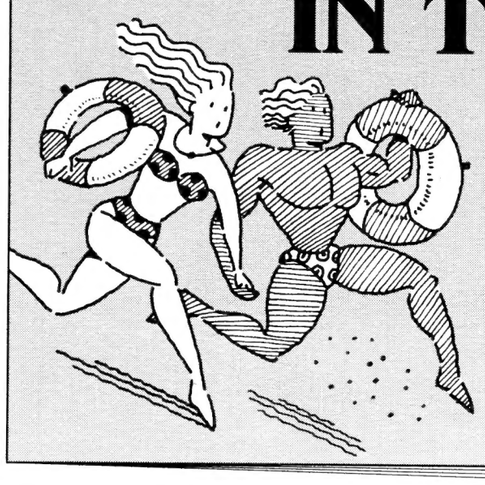
Southtown Plaza

Couple with life preservers Jan. 94 Clipper

Supplement to the Times, Sunday, June 5, 1994

GET READY FOR

IN THE SUN!



Look inside for everything you need to celebrate summer in style.

Valley MALL

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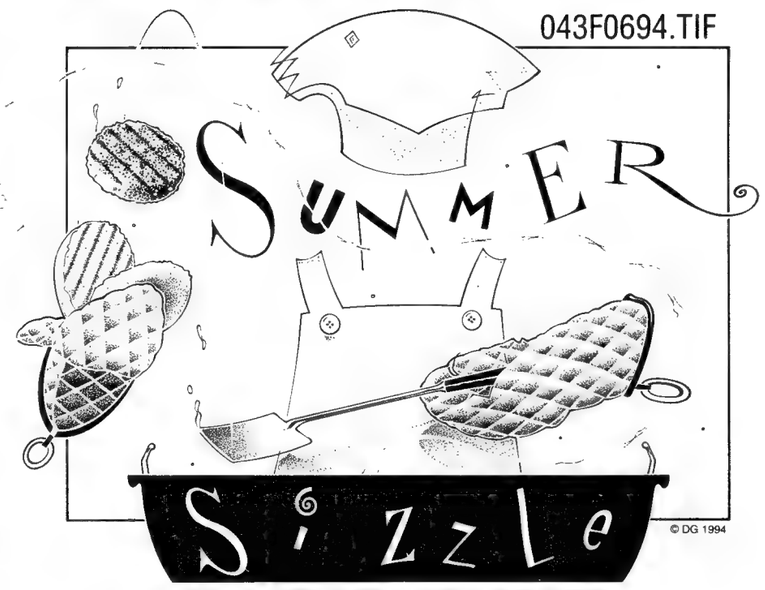

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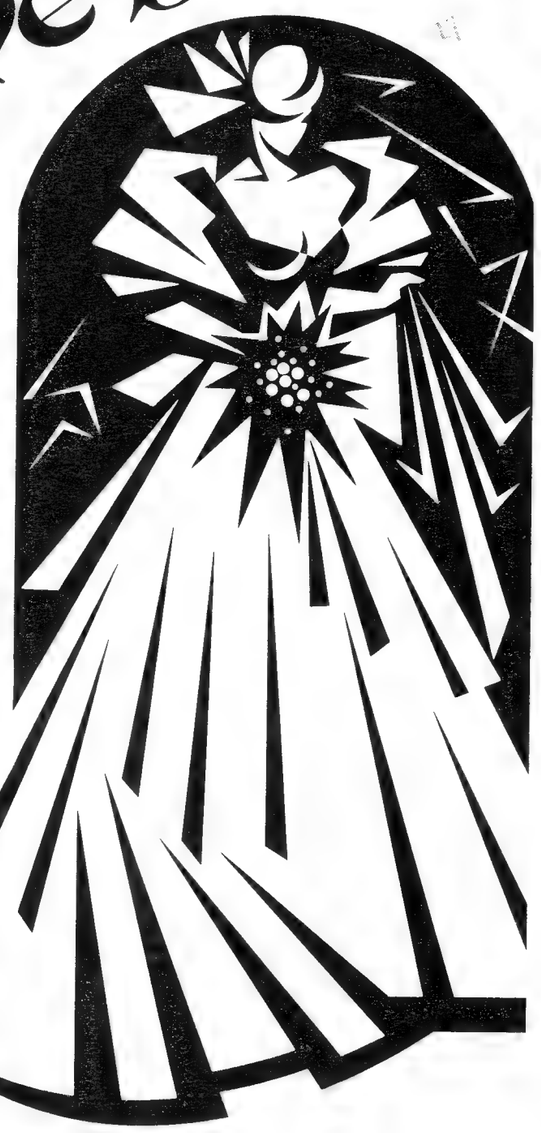
Headline June 92 Print Media Service

Here comes the bride



We carry the largest selection of bridal fabrics and notions to help you create the perfect wedding gown

The most important day of your life calls for the wedding gown and the bridesmaids' dresses you've always dreamed about. That's why we carry fabrics like taffeta, satin, silk, velvet, moiré, and more at low prices. During June, save 15% on all in-stock bridal patterns and fabrics.

The Fabric House
3428 North Wilson
Call 555-8606

For the most special day of your lives

Save 25% On All Special Order Wedding Invitations, Personalized Thank-You Notes, And Engraved Wedding Accessories

RICHARD'S BOOK EMPORIUM
14421 South Bevard • Open M-S 9-9 • 555-3592

Headline Feb 86 Print Media Service

If you have a taste for the finer things...

Ride in style and comfort in a truly luxurious stretch limousine featuring a wet bar, VCR, and television.

LAKESIDE LIMOUSINES
426 Willow
Call 555-9090

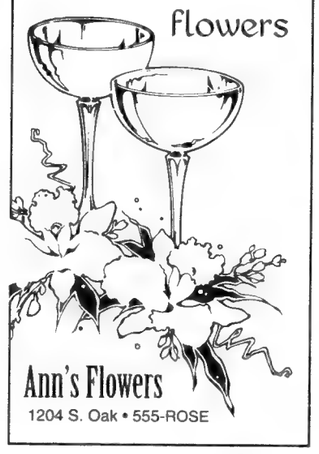
Headline May 89 Print Media Service

Congratulations

Save 10% when you rent a bridal or bridesmaid's dress during the month of June.

Bridal Rental Shop
8437 E. Merit • 555-4572

Celebrate with flowers



Ann's Flowers
1204 S. Oak • 555-ROSE

Perfect Gifts

for your Wedding Party

THE GIFT HOUSE
947 West Truitt • M-S 9-7

THE BEGINNING OF A
BEAUTIFUL
romance

Imagine. The two of you spending a fun, relaxing weekend hiking, swimming, playing tennis, and enjoying a gourmet dinner for two by candlelight in our restaurant. Call 555-9435 today to make reservations.

Oak Ridge Resort
Route 52 and Goose Lake Road

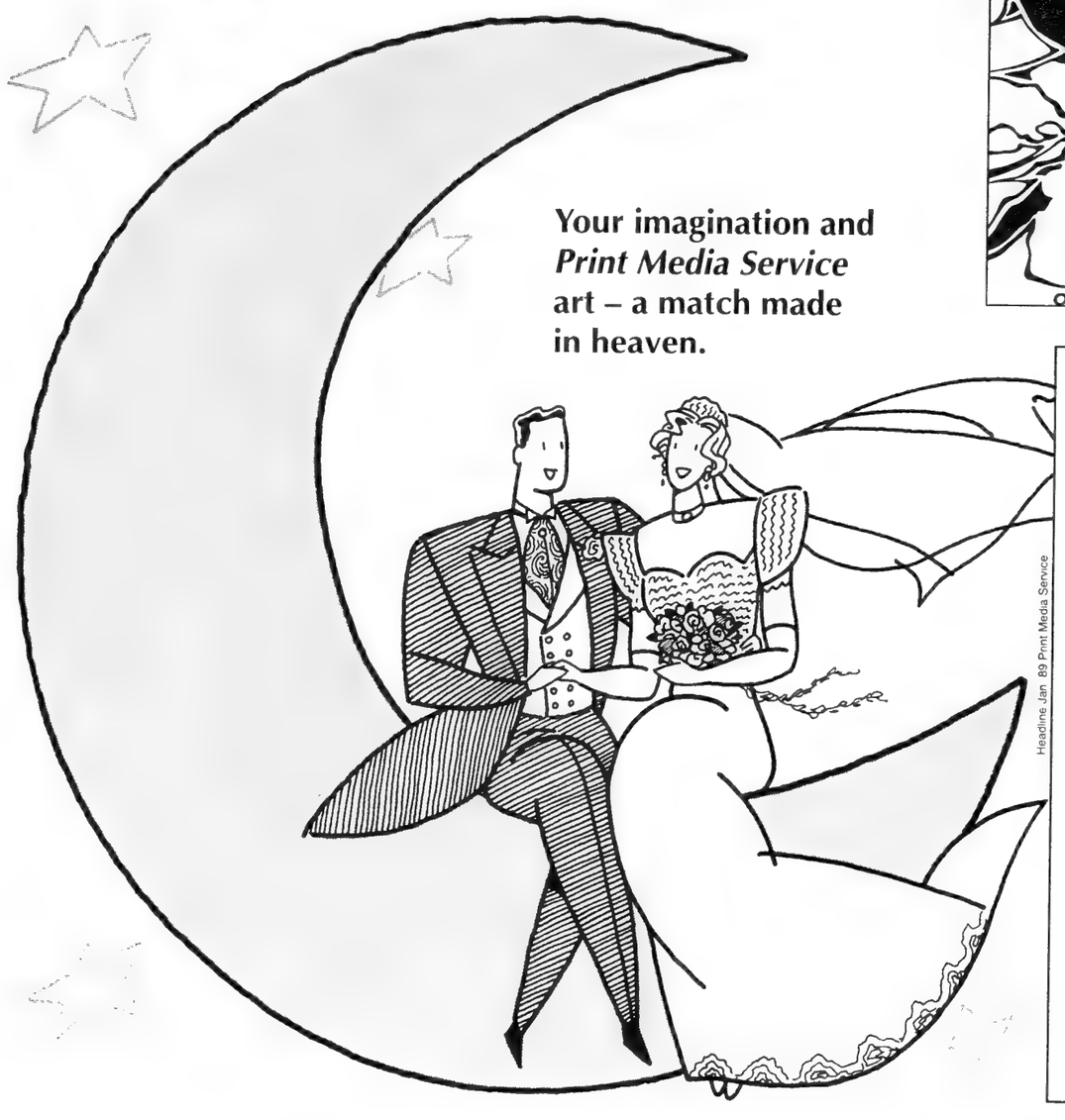
Headline June 87 Print Media Service

Wedding Showcase

Saturday, June 4, 1994
from 11 a.m. to 5 p.m.
The Grand National Ballroom
in The Courtyard Hotel
Hors d'oeuvres, champagne and great prizes

Sponsored By:
WTLB-105 AM and The Courtyard Hotel

Your imagination and *Print Media Service* art – a match made in heaven.



Headline Jan 89 Print Media Service

Bridal Registry

The finest china, crystal stemware, and silver
Computerized gift listings by department
Free gift wrapping • Free in-town delivery
Friendly, personalized service

Cunningham and Company
2215 West Monroe • 555-4747

You have a certain style.

So do we.

Classic men's formal wear in the latest styles by the hottest designers.

MALONE FORMAL WEAR
Upper Level, Tinley Mall • 555-TUX1

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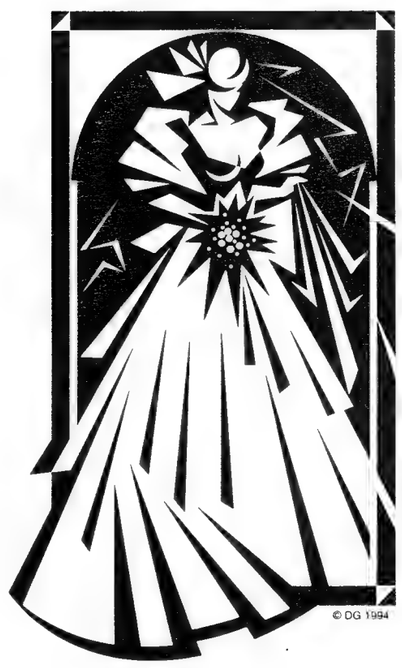

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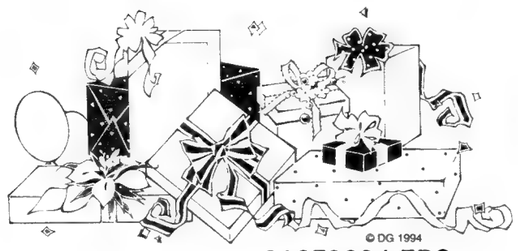

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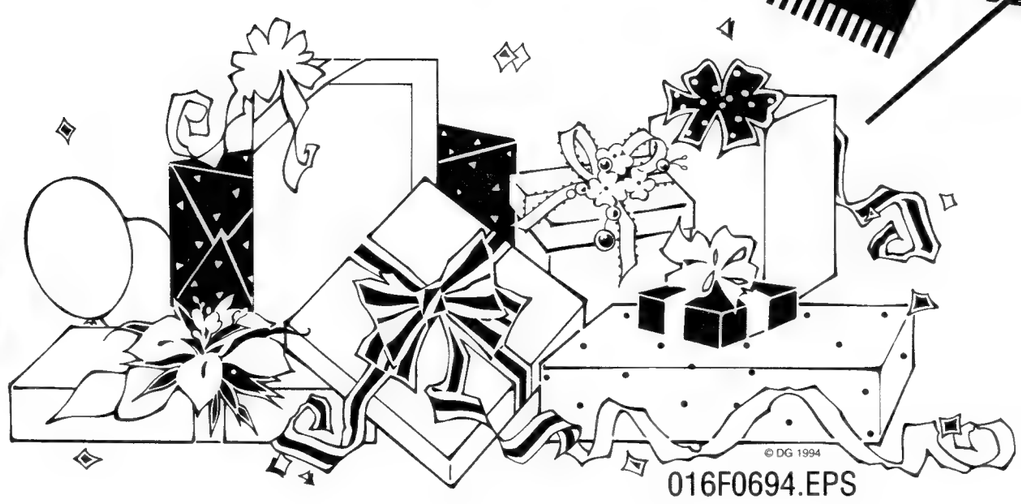

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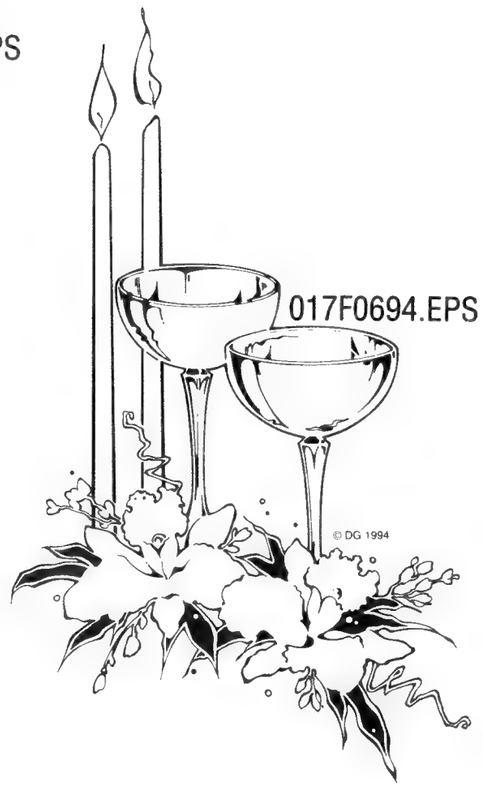

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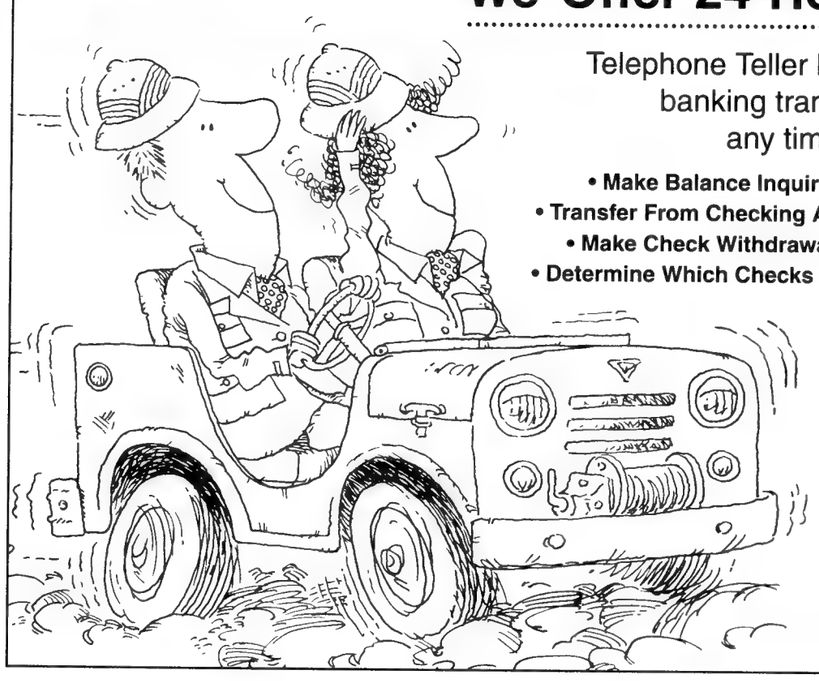
No Need To Hurry

We Offer 24-Hour Convenience



Telephone Teller lets you conduct many routine banking transactions quickly and easily at any time, from any touch tone phone

• Make Balance Inquiries • Transfer From Savings Accounts
• Transfer From Checking Accounts • Transfer From Credit Lines
• Make Check Withdrawals • Make Certain Types Of Payments
• Determine Which Checks Have Cleared Your Checking Account

You can access this convenient service 24 hours a day, seven days a week, 365 days a year. And it's so easy to use. Just call 555-9300, punch in your pre-selected Phone Security Code, and you have automatic access to all of your accounts. Come in today to sign up for Telephone Teller.

Quincy First Bank
204 S. Adams • 555-9364

Enjoy Your Weekend

Special Discount Weekend Rates

During the month of June, get a Friday and a Saturday night stay for the price of a single-night stay. Reservations are required.

Paradise Inn ▪ 555-2121

Need Cash Fast?

Loan-By-Phone

Applying for a loan is easy when you call 1-800-555-LOAN, Monday thru Friday during business hours.

Consolidate Bills • Pay College Expenses
Make Home Improvements • Take A Trip
Purchase Major Appliances • Buy A Car

Whatever you need, we have the perfect loan for you.

Oak Credit Union • Phone 555-3489

Where In The World Can You Find It All?

Whether it's knitting needles or needle-nosed pliers, candy or craft supplies, we've got it all in store for you.

- ❑ Super Selection
- ❑ Great Service
- ❑ Low Prices

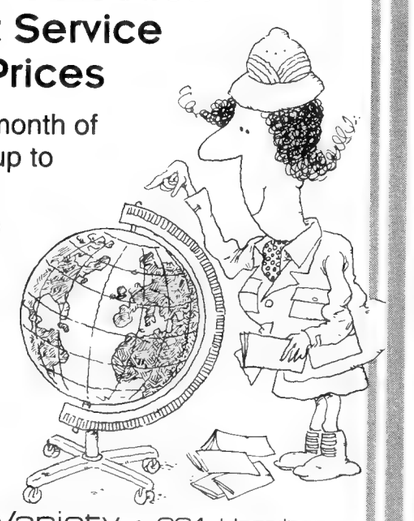
During the month of June, save up to

40%

on all beach towels and sand toys

New Items Arriving Daily

Free Parking Behind Store



Vidmar Variety • 201 Hamilton

Don't Know Which Way To Turn?

We Can Help.

Credit Services
1203 33rd St.

Cute cartoon explorers, shown in a wide variety of situations, make it easy to create an ad series like the one for chain of convenience stores, below.

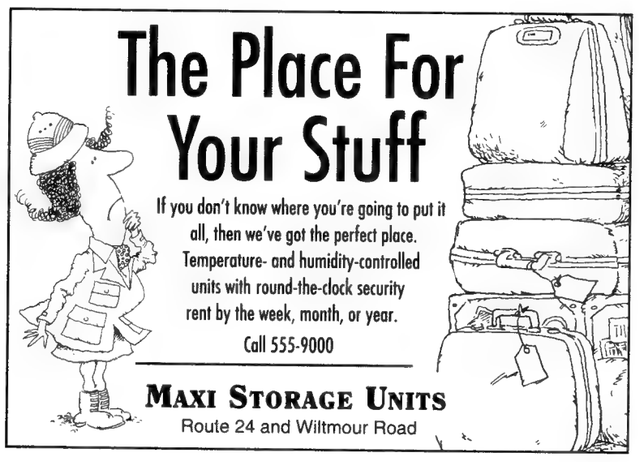
LOOK AT THIS

FREE • FREE • FREE
Installation & One Month Basic Cable Service When You Make A $15 Donation To The St. Bonaventure Children's Charity Fund

Get great television and help kids who are less fortunate get the medical help they need with this great deal. Hurry. This special offer ends 6/30/94.

Universal Cable
632 Jane St. • 555-4945

The Place For Your Stuff



If you don't know where you're going to put it all, then we've got the perfect place. Temperature- and humidity-controlled units with round-the-clock security rent by the week, month, or year.

Call 555-9000

Maxi Storage Units
Route 24 and Wiltmour Road

Daily Lunch Special

Caesar salad, soup of the day, sandwich, & 32 oz. drink for only

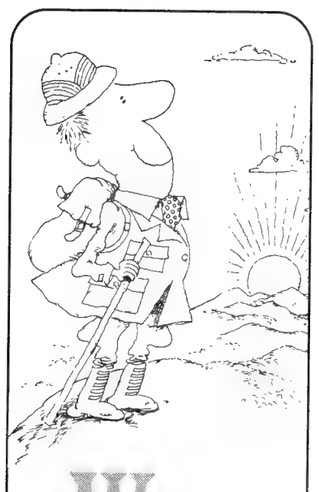
$4.95 tax not included

Serving eat-in or carry-out lunches daily from

11 a.m.- 2 p.m.

Call 555-3920 for fast carry-out service

The Lunch Box
7121 LaFayette Avenue



We're Open Early

Before you start your busy day, stop in for our Breakfast Special.

A fresh donut and a large coffee for only **$1.99**

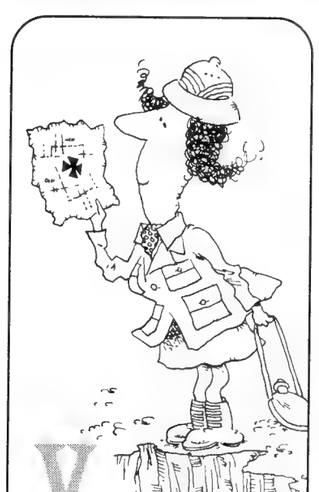
Quick Stop
4127 Nightingale Rd.

Great Locations

With fifteen convenient locations, we're always on the way to wherever it is you're going.

Choice of sandwich & 32 oz. drink **$2.19**

Quick Stop
4127 Nightingale Rd.

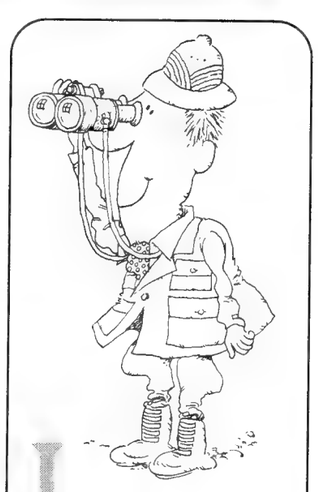


X Marks The Spot

For the lowest prices on snacks, soda, milk, deli sandwiches, ice cream, and all your last-minute needs.

Your choice of sodas, 12-pack **$2.99**

Quick Stop
4127 Nightingale Rd.

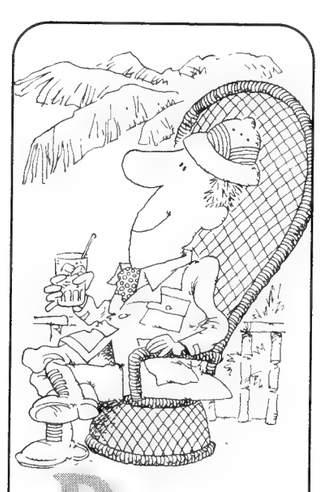


Look No Further

Why shop around when we have just what you need close to home?

Pizza-for-one with choice of two toppings **$3.19**

Quick Stop
4127 Nightingale Rd.



Relax

You can get all your party needs, from meat and cheese trays to beverages to snacks, all in one easy stop.

Case of light beer now only **$5.99**

Quick Stop
4127 Nightingale Rd.

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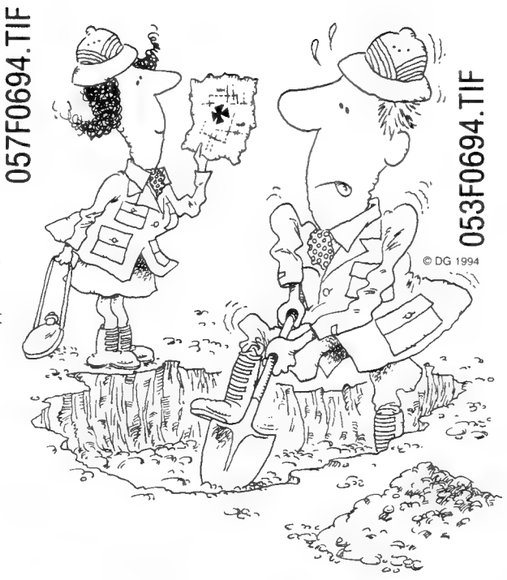

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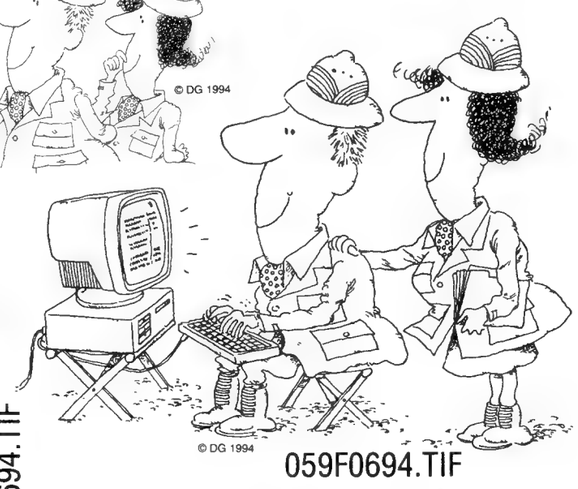

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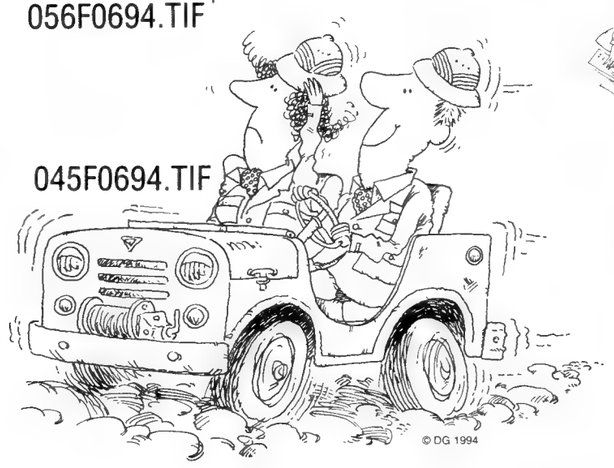

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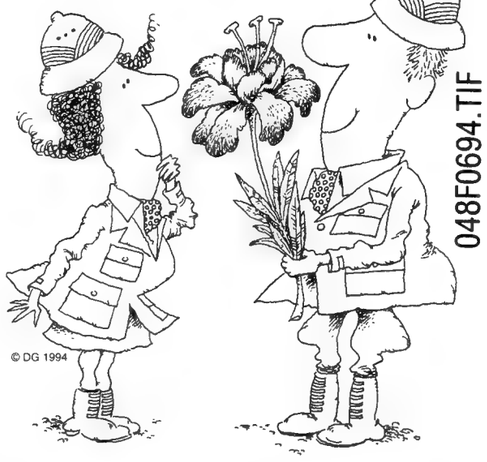

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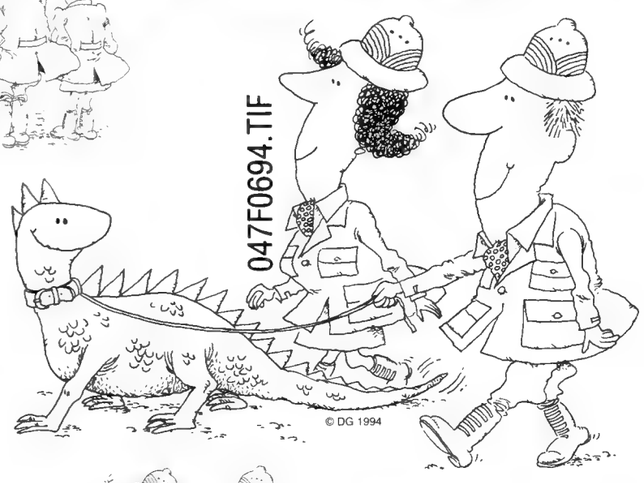

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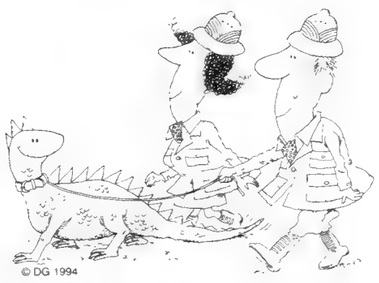

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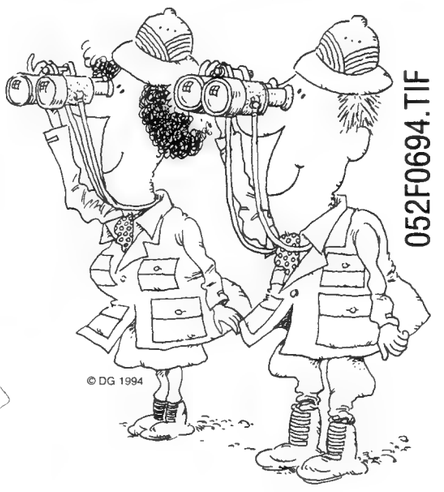

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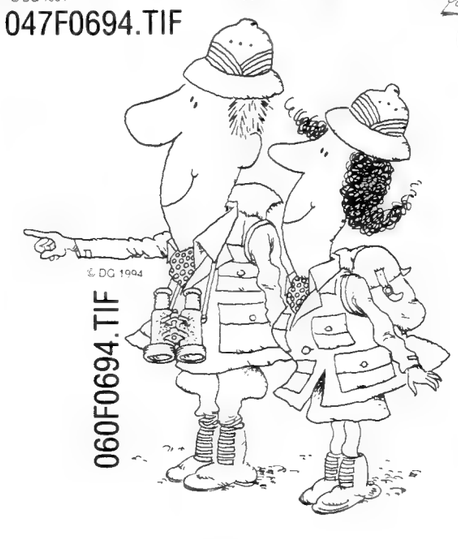

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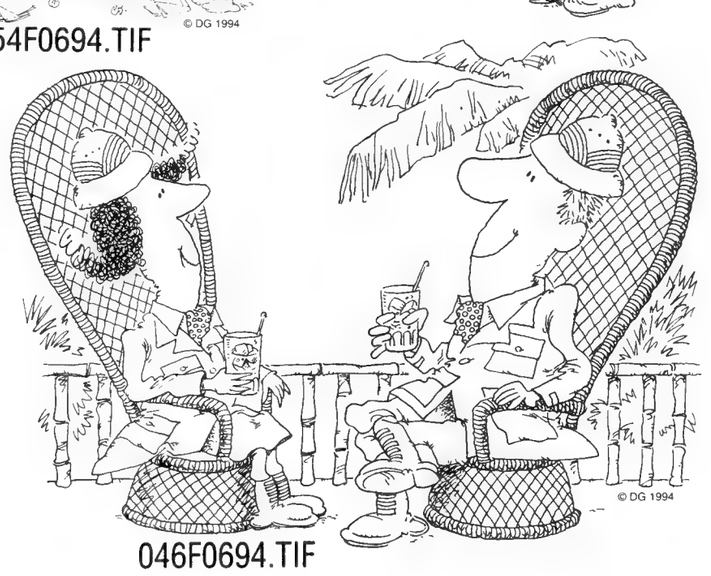

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NATIONAL DAIRY MONTH Specials

Good Nutrition

Starts At Home

CUPON Time

Every Monday in The Journal

Over 30 stores advertise weekly in our food section

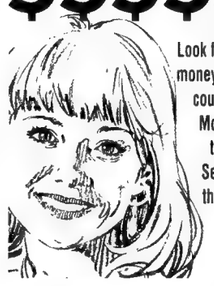
Smart shoppers know that we have the biggest and best selection of coupons and the most sale advertisements from the grocery retailers they know and trust.

Get home delivery and save 10% on the newsstand price.
Call us today at 555-7834 to start your subscription.

The Journal

SHOP AND SAVE

SAVE BIG $$$$$



Look for great money-saving coupons on Monday in the Food Section of the Times

Mitch's Super Foods' JUNE Jamboree OF BARGAINS

Thursday, Friday, & Saturday
June 9th, 10th, & 11th

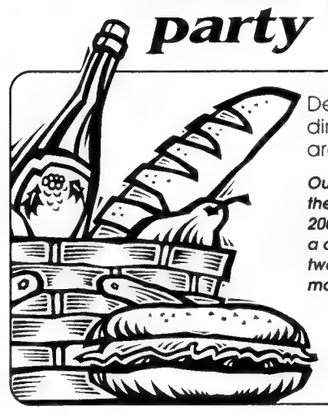
Fresh Looks

Get A New Style For Summer ½ Price!

Save 50% on the latest hats, jewelry, accessories, and scarves.

Cathy's BOUTIQUE
334 N. Weber
555-4828

Make your next party a success



Delicious party trays, catered dinners, and perfect picnics are just a phone call away

Our Catering Department will prepare the perfect food for groups from two to 200. Whether it's a company cookout, a dinner party, or a gourmet picnic for two, we have everything you need to make your occasion special.

Valley Deli
988 S. Western Ave. • 555-4575

GREAT GROCERY BUYS

Special savings on the brands you trust from the store that gives you more for your money

GOLDEN KRISP French Fries	1 lb. bag	$2.38
TANGY TOMATO Tomato Juice Cocktail	20 oz. can	$1.79
NATURE'S TASTE Granola Bars	6 ct. box	$1.49
YUMMY FRUIT Gummy Candies	8 oz. bag	89¢
Farm Fresh 2% MILK	gallon	$1.89
MAID FRESH Pasta	1 lb. pkg.	$1.98
MAMA LISA'S Soup	12 oz. can	79¢
FOOD-4-ONE		$2.98
FRESHBAKED		$1.38

It takes the right ingredients...

...to keep you healthy

To improve your health, you need to improve your diet.

The best way to improve your diet is to include more food products without all those artificial flavors, colors, and preservatives.

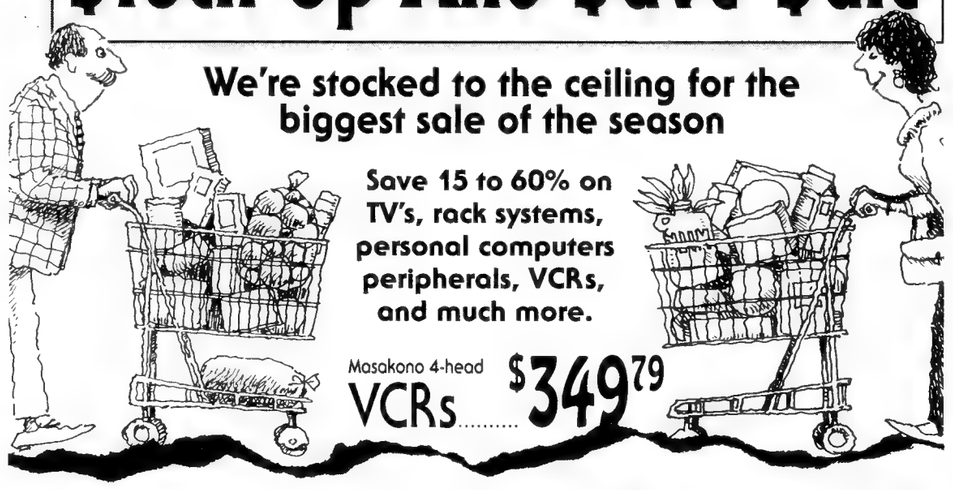
That's why we carry the largest selection of all-natural food products in town.

- *GoodGrain Natural Pasta* Made with unprocessed flour, has a delicious, nutty flavor.
- *Fresh Fruits & Vegetables* Grown without the use of chemicals or pesticides.
- *GreatTastin' Cookies* Fruit cookies made without artificial colors or flavors.

Tara's HEALTH FOODS
2300 W. Lynn
555-7673
Hrs: Mon. thru Sat. 9 a.m. to 8 p.m.
555-3892

$tock Up And $ave $ale

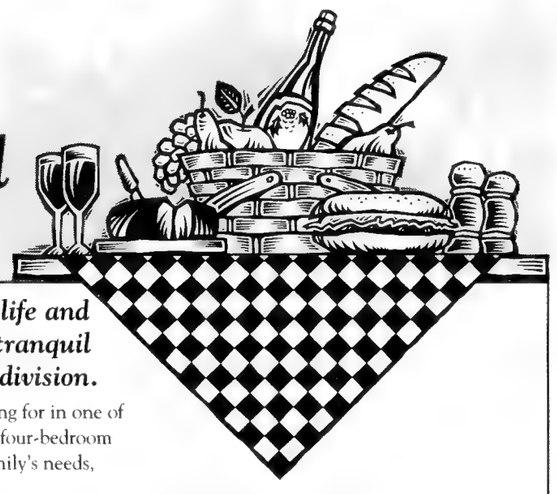
We're stocked to the ceiling for the biggest sale of the season



Save 15 to 60% on TV's, rack systems, personal computers peripherals, VCRs, and much more.

Masakono 4-head VCRs..... $349.79

Get away from it all



Escape the hectic pace of city life and enjoy the natural beauty and tranquil atmosphere of our wooded subdivision.

Find the peace and quiet you've been looking for in one of our stunning homes. Affordable three- and four-bedroom floor plans can be customized to fit your family's needs, your personal style, and your budget.

Heavily wooded lots are available either with or without lakeside exposure. Come tour our model homes today.

- *Located just 20 minutes from downtown*
- *Model homes open daily from 8 a.m. to 8 p.m.*
- *10 different floor plans to choose from*

Abelard Gardens
Route 114 at Renwood Road • 555-4800

The Tenth Annual Super Summer Sale-A-Thon

It's Our Biggest Summer Sale Ever

Save storewide June 3rd thru 11th

We're overstocked, so we're slashing prices in every department to make more room for new merchandise.

25-50%
OFF PAINT, POWER TOOLS, HARDWARE, GARDENING SUPPLIES, GRILLS, CAMPING GEAR, AND MUCH MORE.

Save, save, save like never before on everything you need to make renovations and repairs to your home, lawn, garden, patio, or deck.

POWER TOOLS
- Cordless Screwdrivers
- Pneumatic Nail Guns
- Cordless Drills
- Circular Saws
- Sanders
- Jigsaws

PAINT & WALLPAPER
- Fashion Wallpapers
- Wallpaper Paste
- Painting Tarps
- How-To Books
- Paint Sprayers
- Paint Brushes
- Latex Paints

HARDWARE
- Monkey Wrenches
- Socket Wrench Sets
- Claw Hammers
- Screwdrivers
- Tool Belts
- Metal Files
- Pliers
- Saws

DECORATING SUPPLIES
- Refinishing Supplies
- Drapery Hardware
- Bathroom Fixtures
- Closet Organizers
- Lighting Fixtures
- How-To Books
- Shelving Units
- Ceiling Fans
- Area Rugs

Serving you since 1960
Hardware Central
15590 W. Monterey
M-S 9-9 • 555-4061

CD-ROM EPMS06/94

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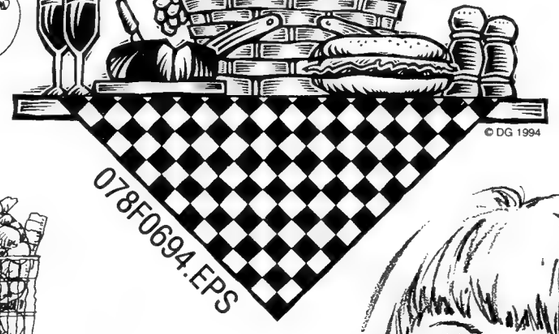

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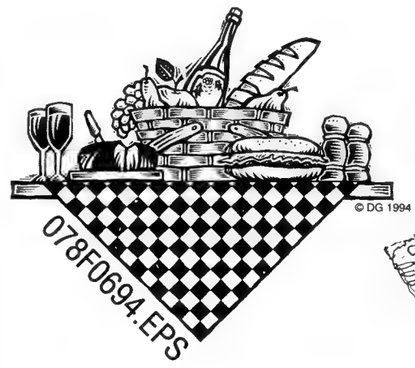

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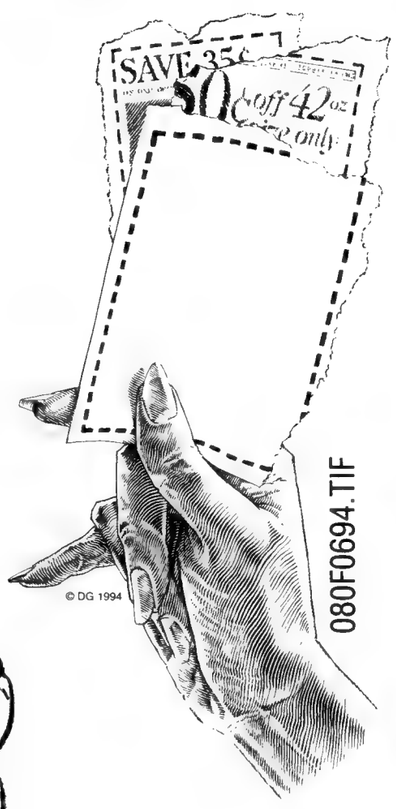

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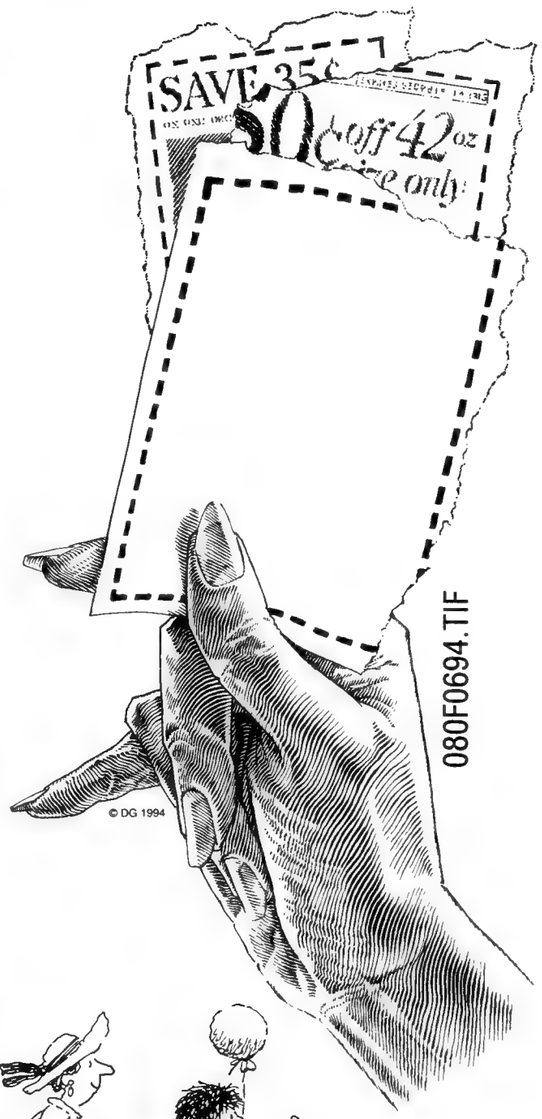

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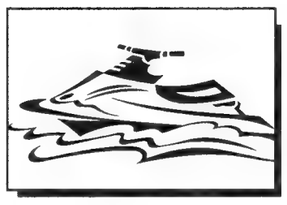
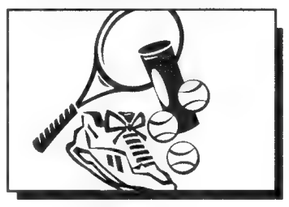
Do everything under the sun...

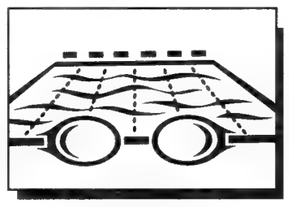
Biking
Mountain biking enthusiasts love riding rugged trails designed for both the beginner and the seasoned cyclist.



Jet Ski
For those who like to combine love of water with a need for speed, rent a jet ski and enjoy the beauty of our private lake.

Tennis
Twenty fenced, lighted tennis courts are open daily from 6 a.m. 'til midnight for your playing pleasure.





Swimming
Two heated, Olympic-sized swimming pools, plus seven individual lap pools, mean you can swim to your heart's content.

Fishing
Our ten-acre lake is stocked with a variety of freshwater fish like bigmouth bass, rainbow trout, catfish, and bluegill.

Scuba
Learn to scuba dive in one of our daily classes, then explore the underwater landmarks in our private lake.

Green Mountain Resort

call toll free 800-555-2582

A CLEAR WINNER

You always finish first when you go with the print experts. We do your job right the first time, right on time, every time.

A & D Printing & Graphics, Inc.
5600 N. Henderson Ave. • 555-9452

Score every time you advertise with the number one newspaper in the city. Ask almost any successful local business owner why they advertise with us, and they'll tell you it's because

Join the club

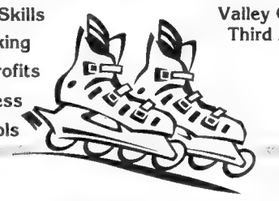
we reach more readers than any other newspaper. Get more for your advertising dollar. Call 555-4829.

The Mokena Observer

KEEPING UP WITH THE CROWD

Summer series starts on May 28, 1994

- Management Skills
- Creative Thinking
- Maximizing Profits
- Reducing Stress
- Marketing Tools



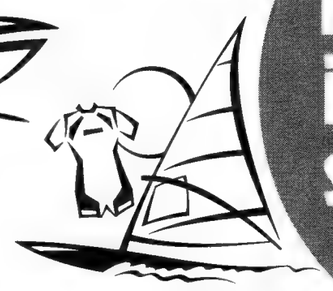
Valley Central College's Third Annual Summer Lecture Series

Call 555-9478 to register

ACTION PACKED

If you feel that it's harder than ever to make ends meet, then you're not alone. That makes *where* you invest your money just as important as *how* you invest it these days.

Over the last 50 years, we've earned our reputation with sound financial advice and truly personal service. That good reputation has helped us earn our customers' trust.



Call today at 555-3932 to set up your appointment for a free investment evaluation. Give us the chance to earn your trust. We promise we'll never let you down.

Forrester Investments

Everyone's in the same boat!

Be a winner!

TEAM UP WITH US

If you have great people skills, can think fast on your feet, work independently with a minimum of supervision, and have five or more years of sales experience, call our Personnel Department today at 311-555-8473.

Ducco Industries

SET YOUR GOALS ON SAVINGS

SIGN UP EARLY!

Saturday, June 4, 1994 – 10 a.m.-2 p.m.
Saturday, June 11, 1994 – 10 a.m.-2 p.m.
at Wattlington Fieldhouse

(Free Park District T-shirt for the first 100 people)

Adult, Junior, and Biddie Summer Sports Leagues are forming now. Soccer, field hockey, rugby, volleyball, slow-pitch softball, baseball, and swim team are just some of the sports you can choose from.

- ***Evening, weekend, and co-ed leagues***
- ***Physical conditioning classes***
- ***Affordable application fees***
- ***Leagues for all levels of ability***

Greenvalley Park District

Aaaahhhh, remember the days when life was easy?

Life **can** be easier when you bank with us. Our friendly staff gives you the service you deserve with the convenience you need.

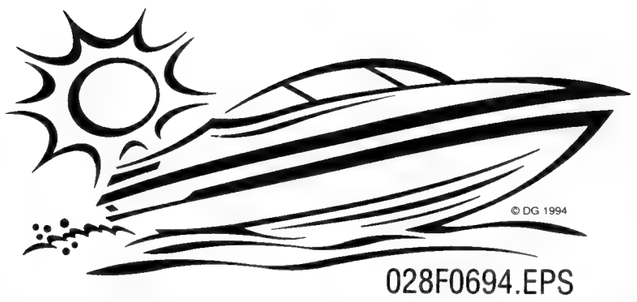
Savings and checking accounts with automatic deposit and payment options, bank credit cards, Over-The-Phone Teller, and sixteen Quick Cash Automatic Teller locations make banking a breeze for you.

Northtown Bank & Trust

SUMMER Events

Look inside for fun activities for everyone

- **State & County Fairs**
- **Ethnic Celebrations**
- **Sporting Events**
- **Concerts**
- **Festivals**
- **Theatre**



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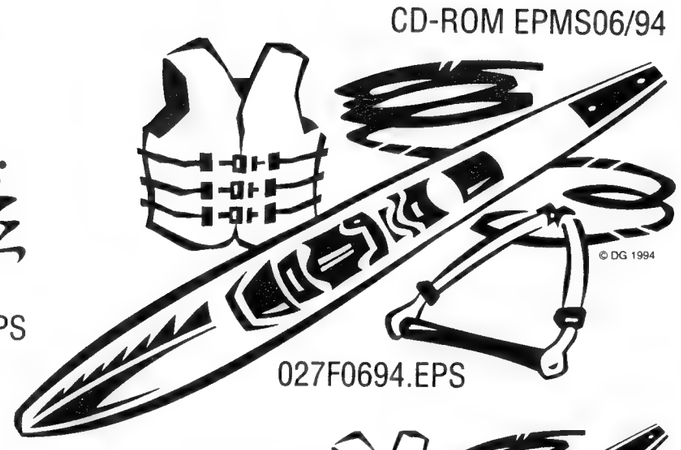

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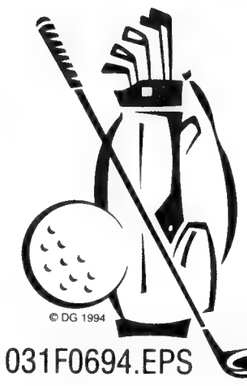

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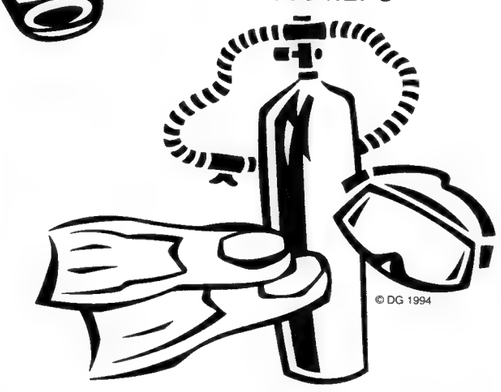

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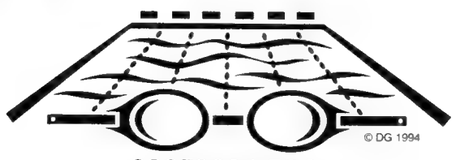

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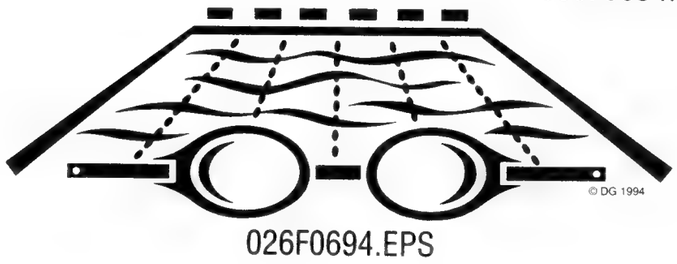

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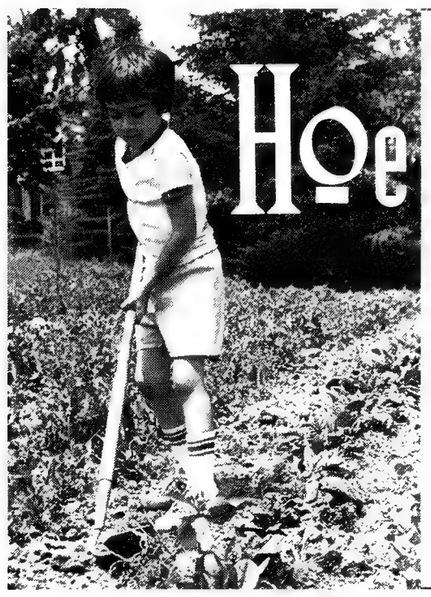
Background Apr 90 Clipper

SUMMER VACATION FUN

Plan the summer getaway of your dreams. All it takes is a few minutes with one of our travel agents. They'll help you plan a vacation that won't break your budget. Call 555-4892 weekdays from 9 to 5, Saturdays from 9 to 1.

THE OLSON TRAVEL AGENCY

Packages Dec 92 Print Media Service



Hoe Hoe

The Christmas shopping season is only a few months away. Are you ready for it?

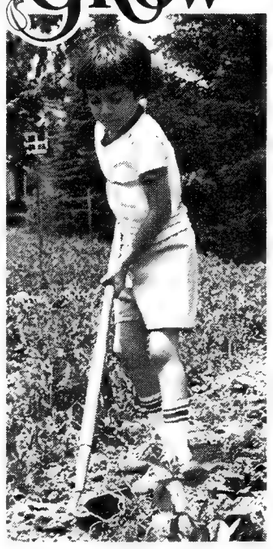
Last Christmas, you just loved shopping for the perfect gifts. But, come January, the joy of giving gave way to the agony of indebtedness. Shop smart this year. Open your Santa Saver account today.

Pinkerton State Bank
3786 North Wisconsin Avenue

Border Nov 93 Clipper

Headline Mar 92 Print Media Service

READY SET GROW



Kids love to stay with us. Fun learning and physical fitness activities, healthy food and snacks, and our caring staff make this the right place for your child.

Best Friends Day Care Center
256 Lincoln • Call 555-KIDS

take

the

Join us for fun summer classes and activities

Learn how to sew a dress, make pottery, square dance, cook ethnic dishes, and much more at the park district.

Day/evening classes
Big course selection
Affordable fees
Fun for everyone

Winn Park District
408 Glen Oak • Call 555-9090

Headline July 92 Print Media Service

time to save

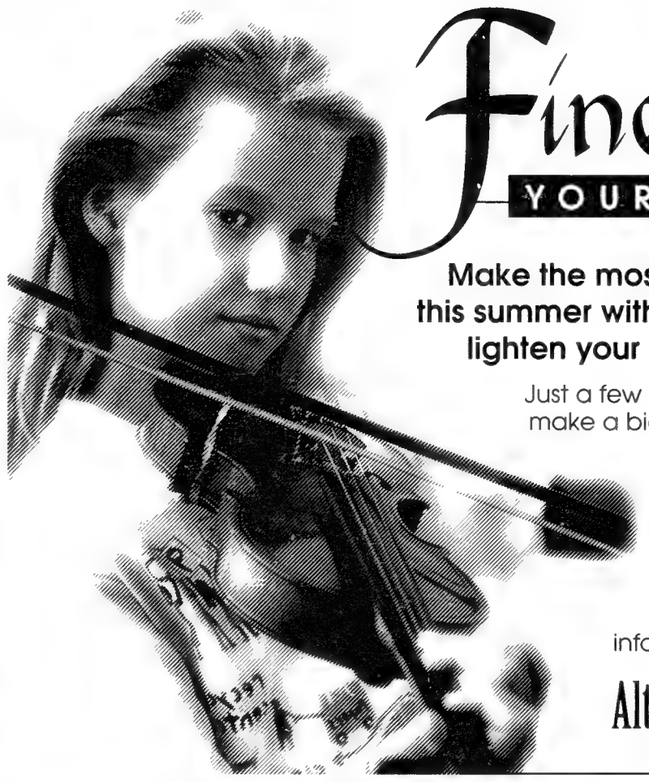
Just in time for all those summer happenings you love, we have skirts, shorts, tops, pants, blouses, jackets, beachwear, and dresses in all the latest styles plus a wide selection of shoes, hats, jewelry, and accessories.

Save 25 to 50% on Selected Summer Fashions

Does not include accessories. Sale ends June 30, 1994.

The Fashion Place
Lower Level, Oak Hills Mall • Open M-S 10-9, Sun. 12-5

Headline Mar 92 Print Media Service



Fine tune

YOUR TALENTS

Make the most of your free time this summer with courses that can lighten your class load this fall.

Just a few hours of your time can make a big difference. Take that class you've been putting off. Or take that class you've been wanting to take, but haven't had the time to. Call 555-4823 for more information, or to register.

Alton Junior College
5987 North Wilson Road

Romance

Returns

Come in today and see our new line of beautiful antique jewelry reproductions in 14 karat gold, sterling silver, or 14 karat gold over sterling silver.

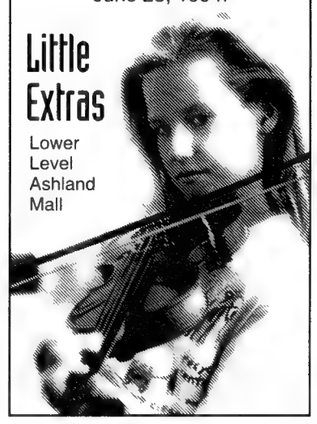
Joseph's Jewelers
1289 North Washington

Headline Aug. 90 Print Media Service

NOW PLAYING

Save Up To 75% On All Spring Jewelry Clearance Items

Hurry! This sale ends June 25, 1994.



Lower Level
Ashland Mall

Headline Aug. 93 Print Media Service

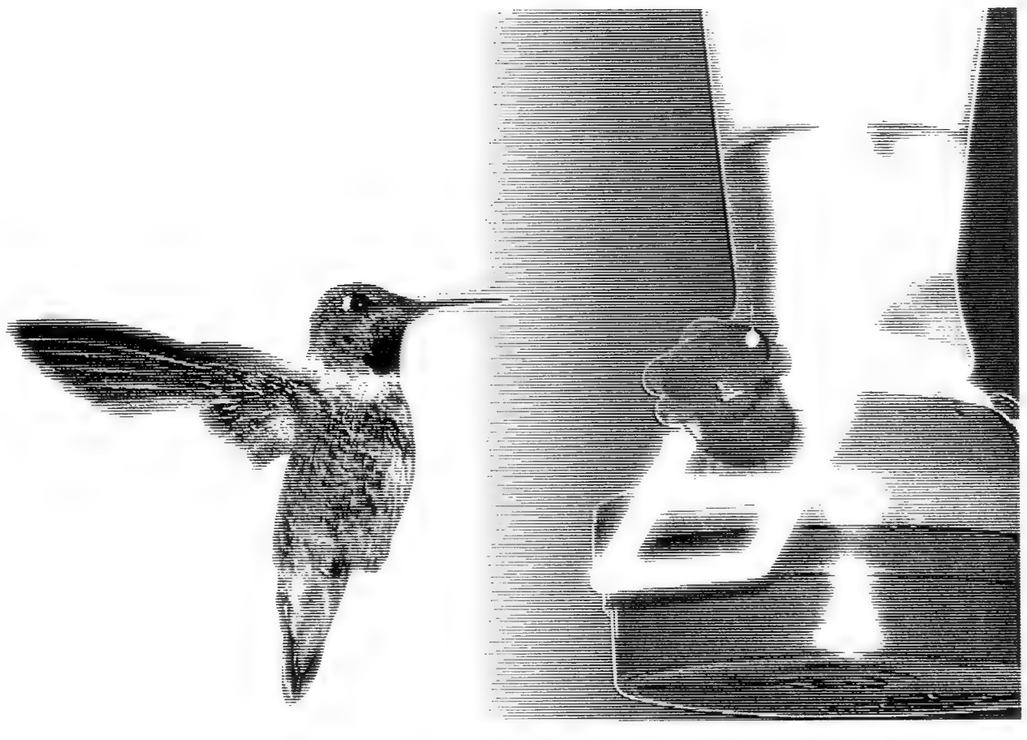
Hot SUMMER SALE *Daze*

Save 15-50% On Warm Weather Wearables For Your Family

Summertime, and the saving is easy at our Summer Sale. Your family will love what hot fashions from the top designers do for their looks, and you'll love what these low prices do for your pocketbook. This sale ends 6/25/94.

Cunningham's

Upper Level of Oakland Mall



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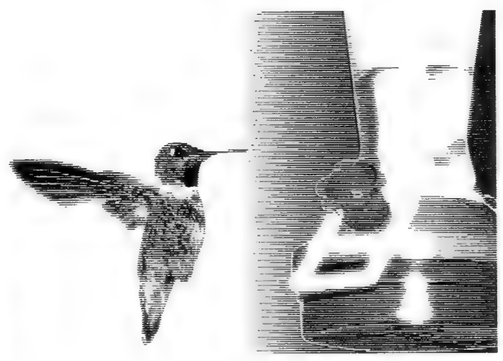

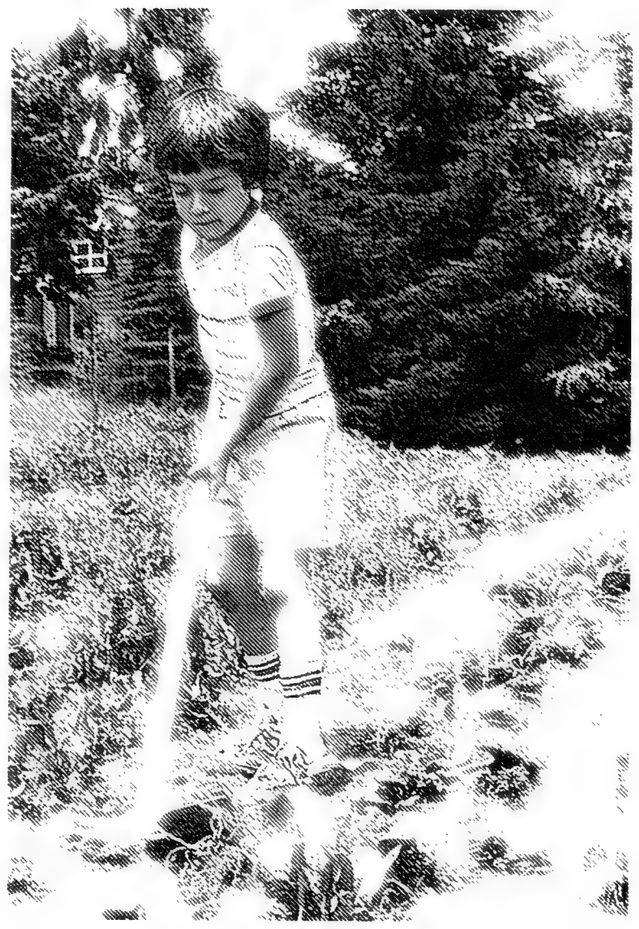

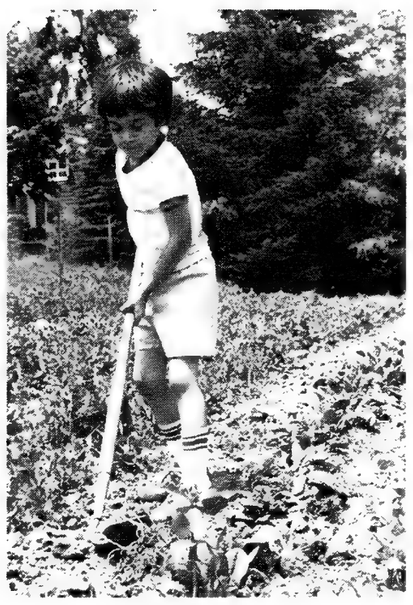

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THIS ART IS
PRE-SCREENED SIMPLY
SHOOT AS LINE ART

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Your guide to the best live entertainment

A Supplement To The Times

Friday, June 17, 1994

Attention GRADS

Bring in your 1994 diploma and you qualify instantly for a

$500

Rebate *on any new car*

Offer good thru June 30, 1994
All high school and college graduates qualify

Blake Auto Mart
5908 N. Cypress
555-6875

Early Bird Special

10% off all breakfasts
Weekdays from 6 to 8 a.m.

May's Café
500 S. Monroe

Moon-light madness Sale

June 3rd • 6-10 p.m.
For one night only, big price markdowns in every department mean crazy savings of 20 to 40% for you.

★ *Bergan's* ★
in Marley Mall

GOIN' ON VACATION?

Be sure to get your travelers cheques before you leave.

Don't risk carrying cash when you travel. BankCheque Travelers Cheques come in single-signature style or the new, easier-to-use two-signature style. If they're ever lost or stolen, you can get them replaced fast by calling our Helpline at 1-800-555-3400. Call anytime, day or night, and we will deliver your new cheques to you within 24 hours. Call us at ext. 350 for more information.

Riverview Bank
555-8796

SUMMER SALE

Ready-made decorative lettering gives any ad a quick shot of sunshine.

Grinning dog holding sign on appliance store ad, left, constructed by cropping original art to eliminate other dog and bow, then lengthening box to create more room for copy.

Whimsical crescent moon with nightcap lifted from sun and moon art, then stars repeated and scattered over ad for department store's moonlight madness sale, above.

The savings are **Big**

20% - 50% off all in-stock appliances **Saturday Only**. Don't miss it!

▲Arkin▲ Appliances
500 E. Holland
M-S 9-9 • 555-5979

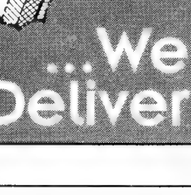
Check **Around**

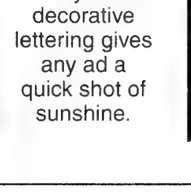
We guarantee the lowest prices. If you find a lower price anywhere else on any in-stock item, we'll match it.

West Audio
440 Farmington Dr.

Natural

Give your skin and hair a healthy glow with our special day of beauty



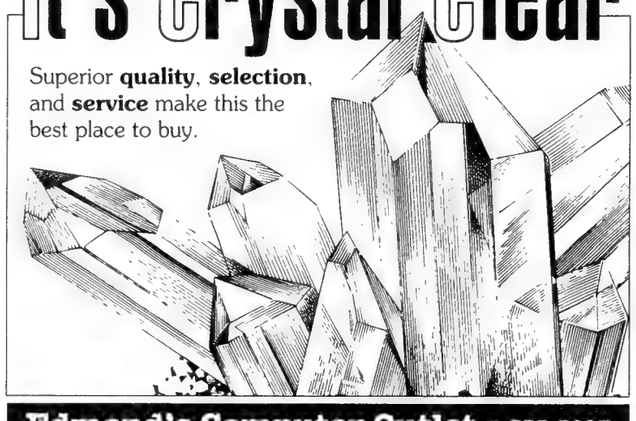


Our Day Spa offers the perfect way to relax and unwind. You begin with a long, luxurious soak in a warm mineral bath. Then, to take the knots out of those tense muscles, a massage therapist gives you a massage combining shiatsu and Swedish techniques. Next, a seaweed body wrap and a sea salt body scrub draw out toxins, leave your skin glowing. Finally, a shampoo, haircut, blow-dry styling, and make-up application make you look and feel beautiful.

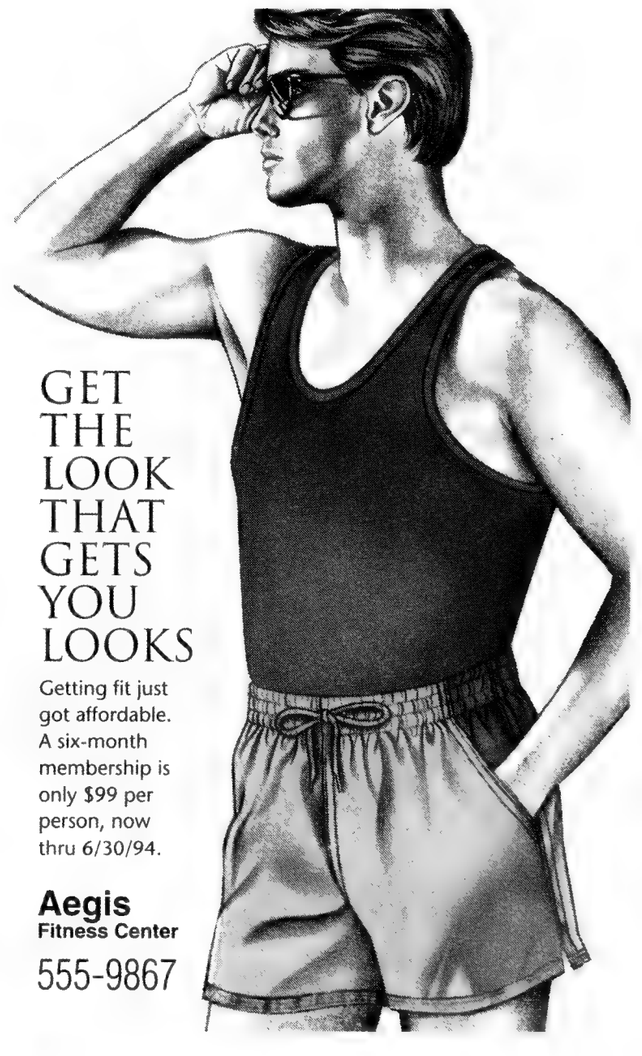
Breakwater Spa
call **555-7086** for an appointment

It's Crystal Clear

Superior **quality**, **selection**, and **service** make this the best place to buy.



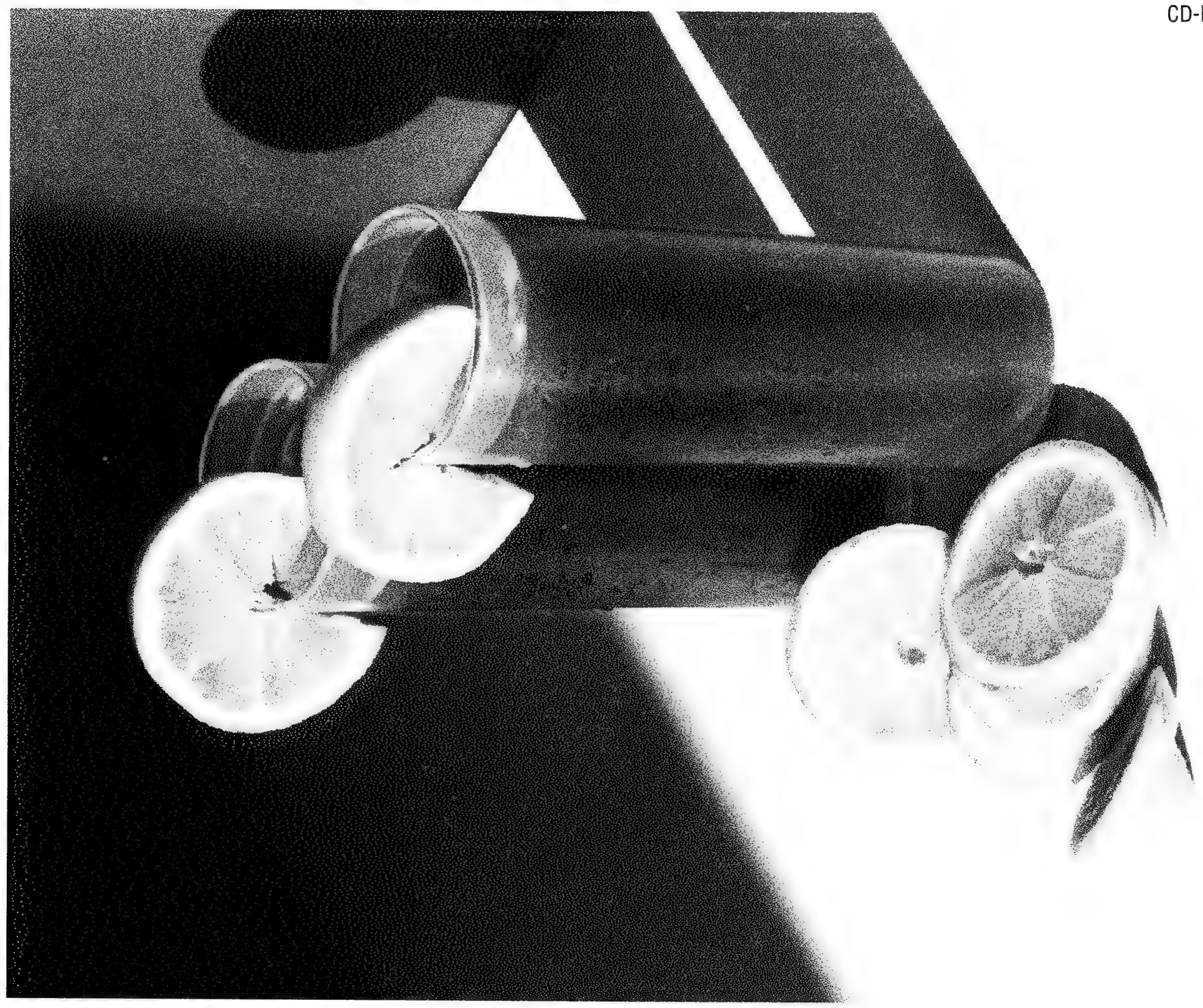
Edmond's Computer Outlet • 555-5697



GET THE LOOK THAT GETS YOU LOOKS

Getting fit just got affordable. A six-month membership is only $99 per person, now thru 6/30/94.

Aegis
Fitness Center
555-9867



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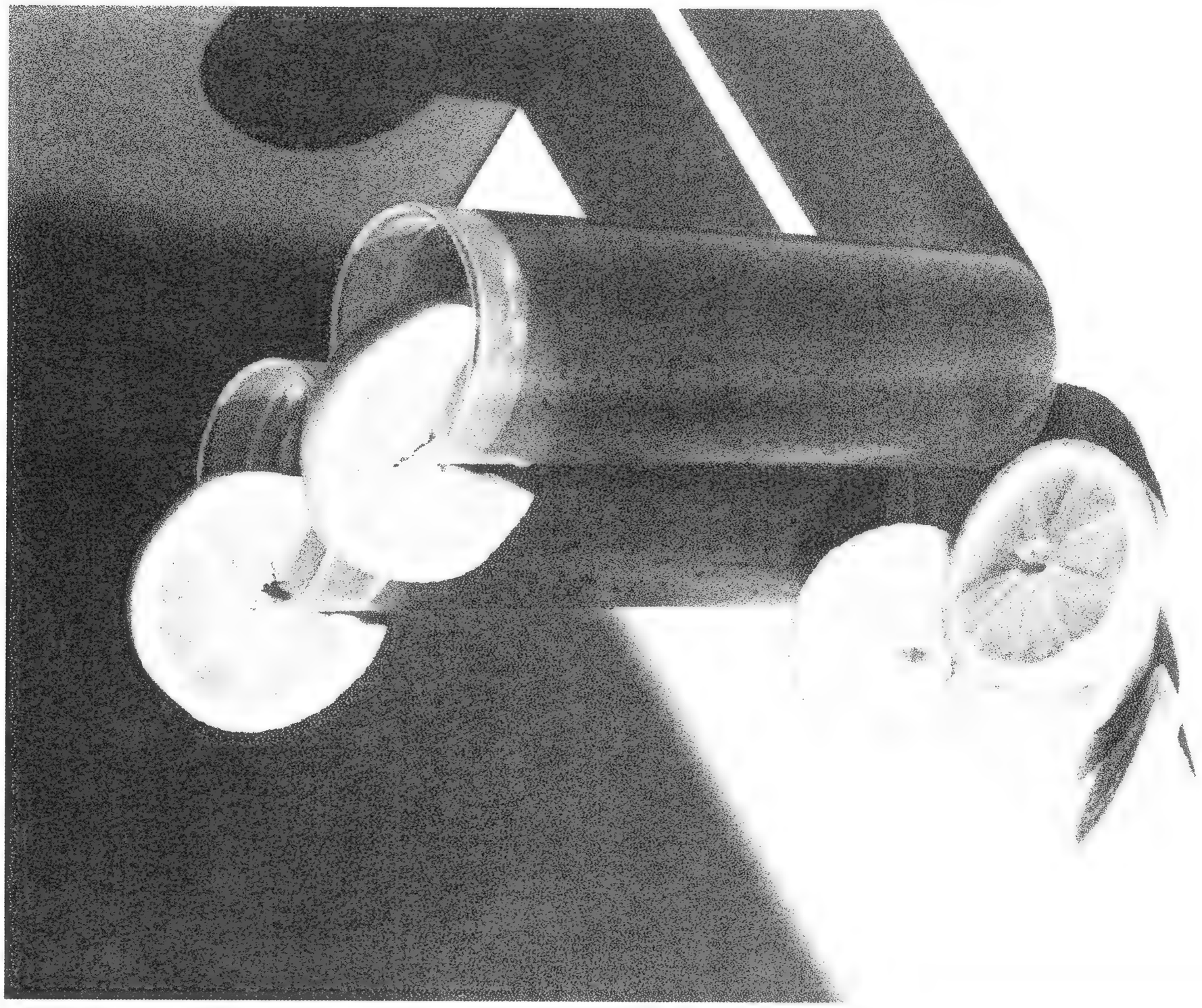

COLOR PLATE

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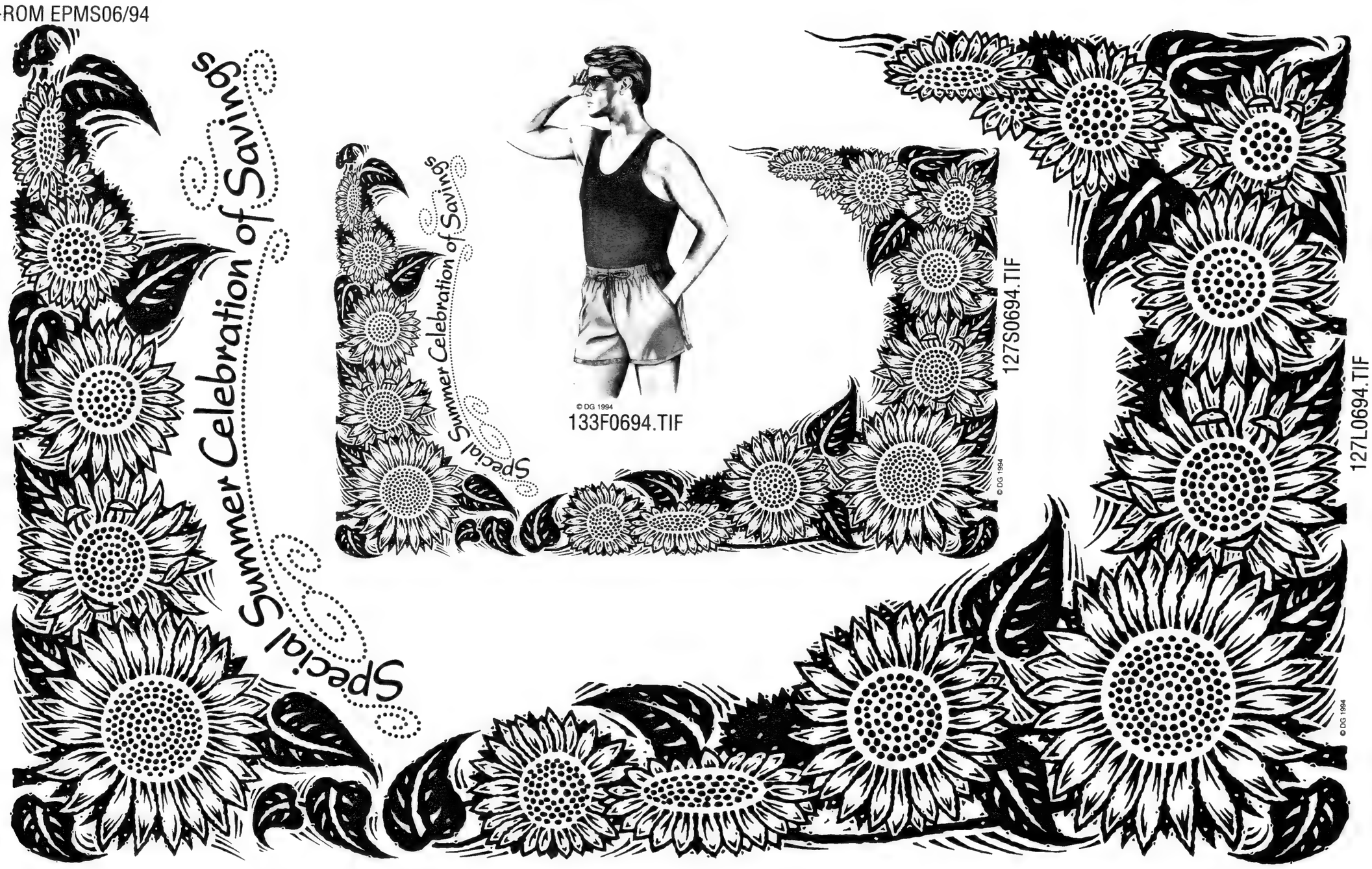

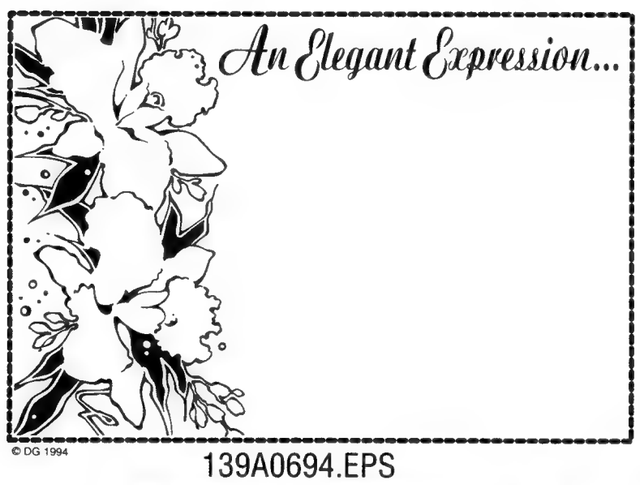

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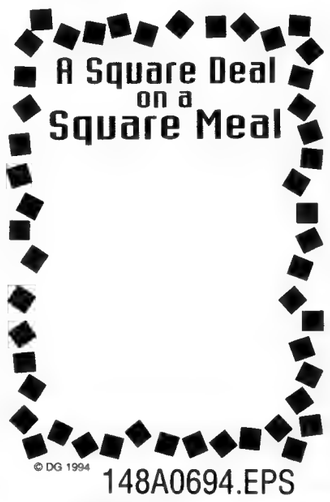

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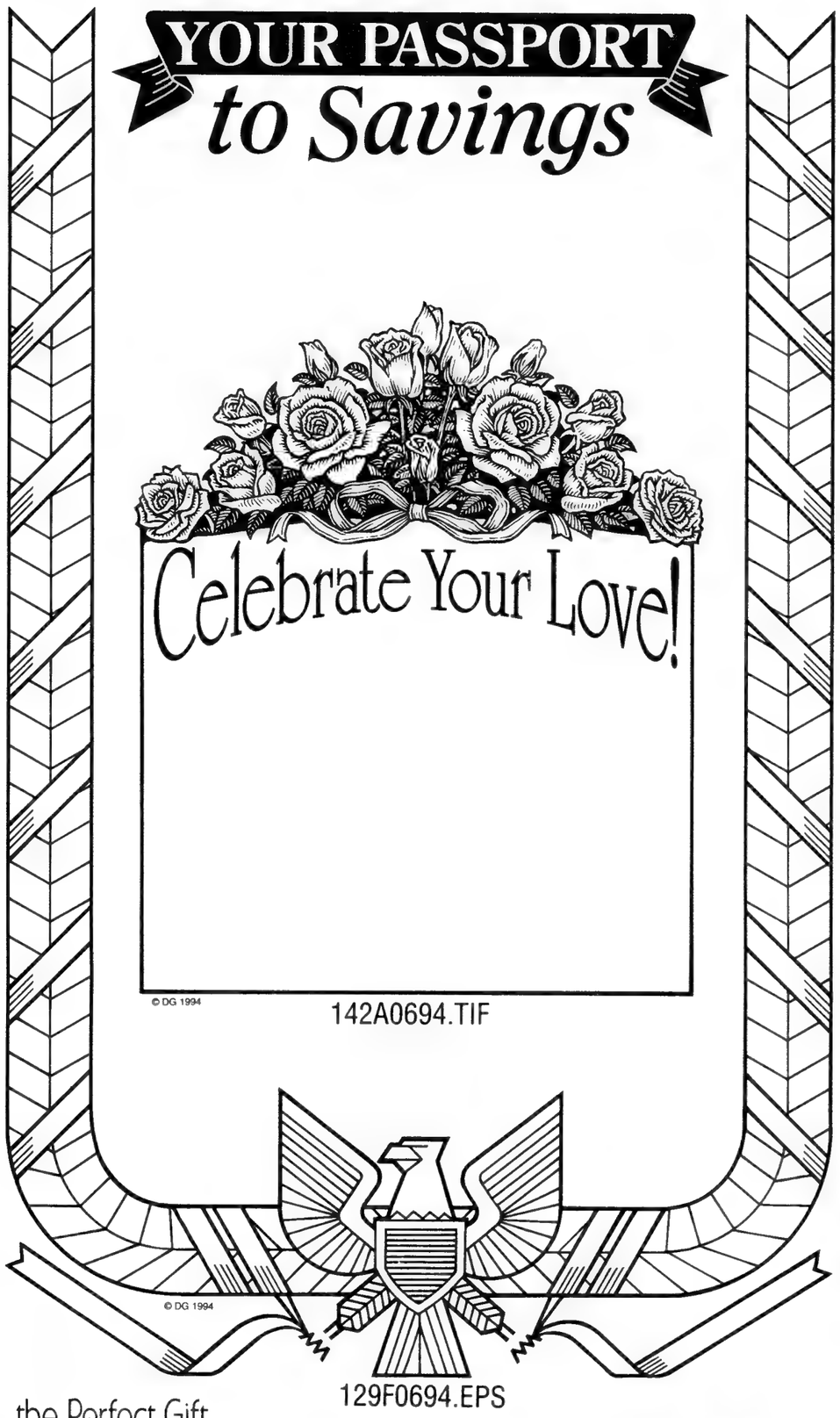

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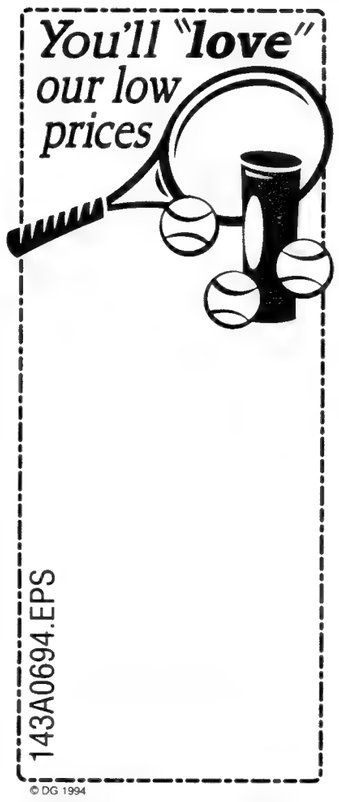

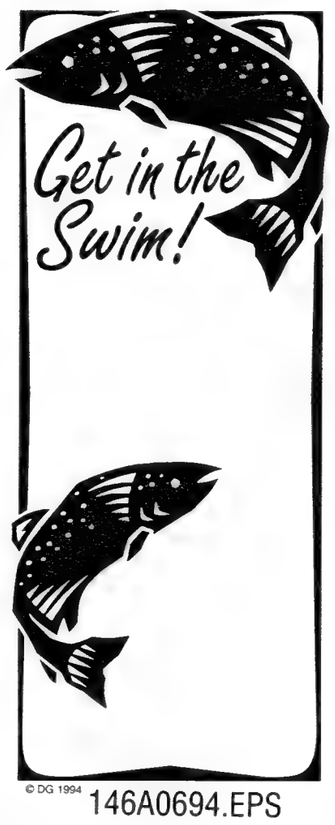

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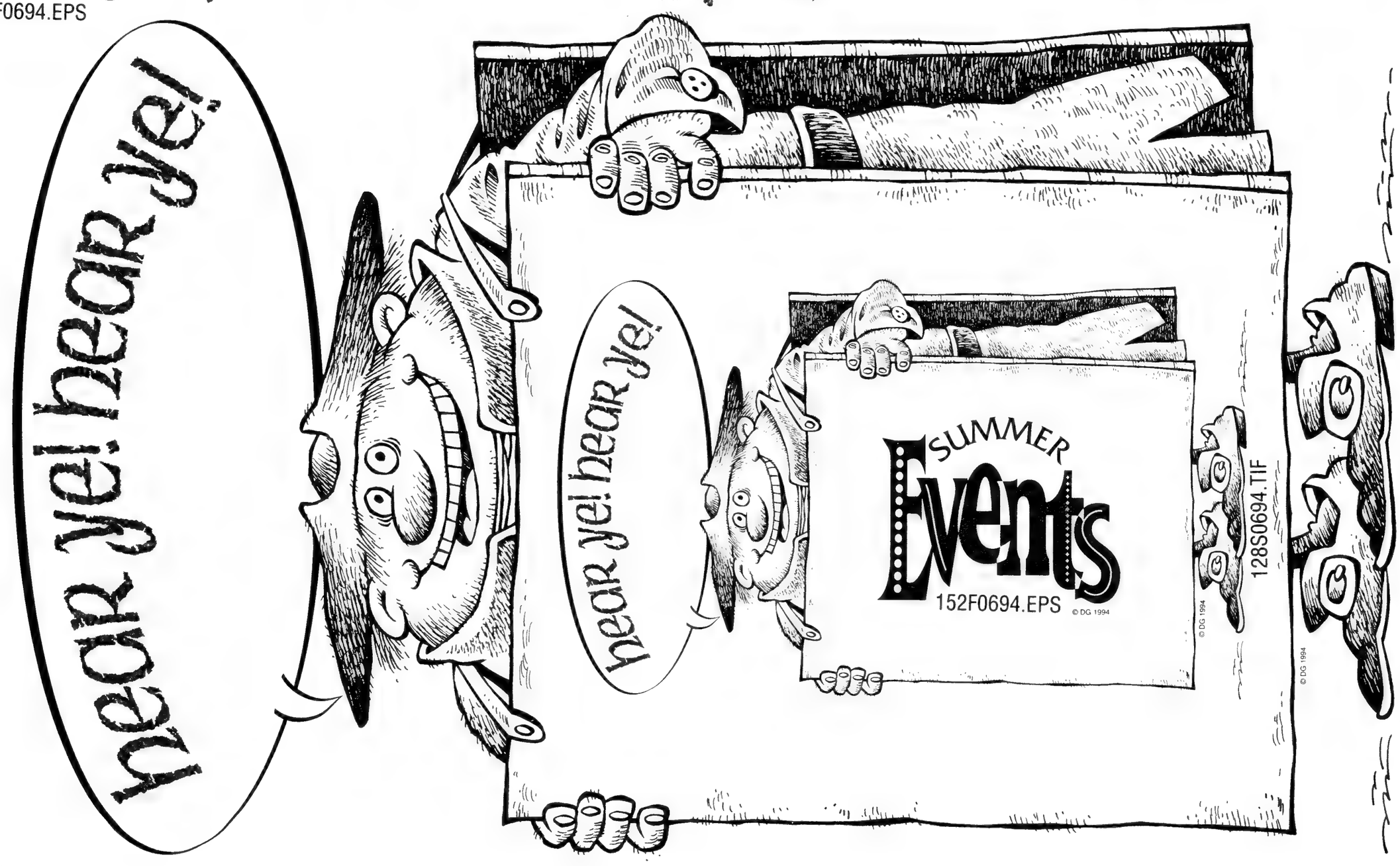

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Note: Numbers identify images for Electronic PMS subscribers.

Sing a Song of Savings

Shop Smart at Our Big Stock-Up Sale

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Sing a Song of Savings

Sing a Song of Savings

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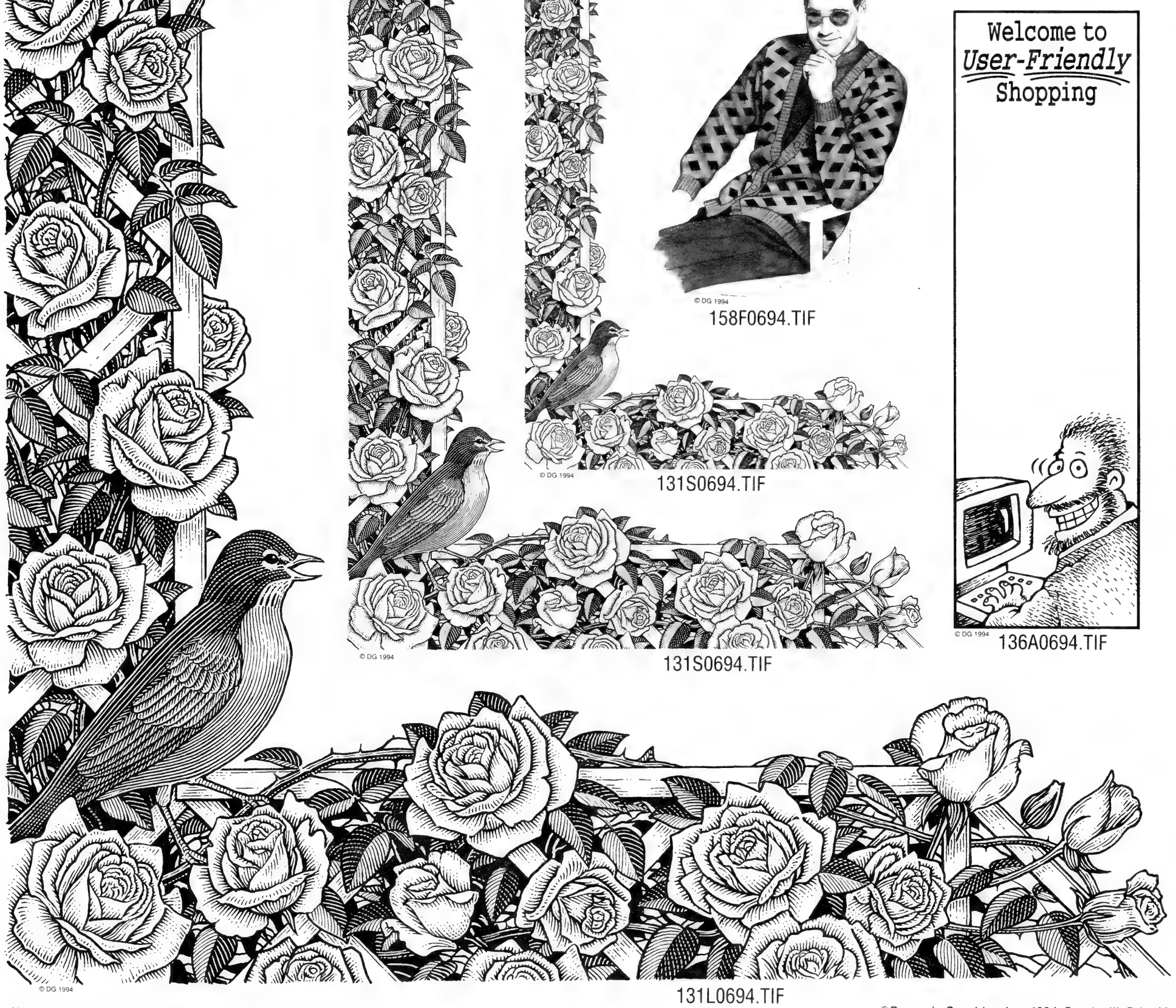

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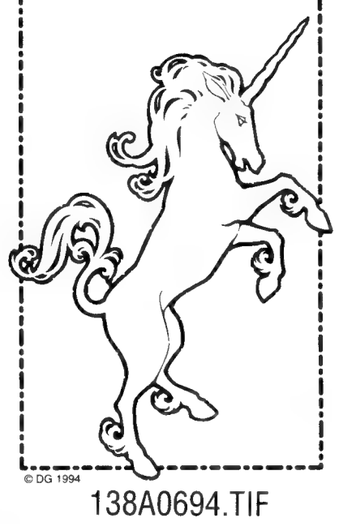
Let Your Imagination Run Wild



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Welcome to *User-Friendly* Shopping

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Support Your Hometown Retail Team!

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SUMMER SIZZLERS

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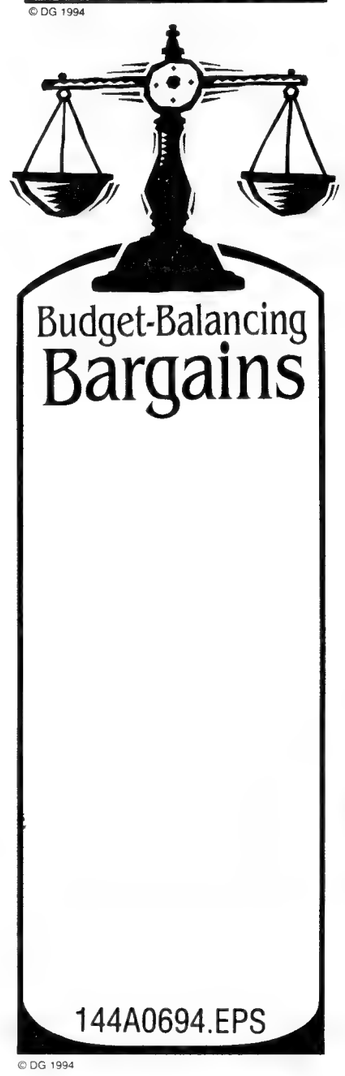

Budget-Balancing Bargains

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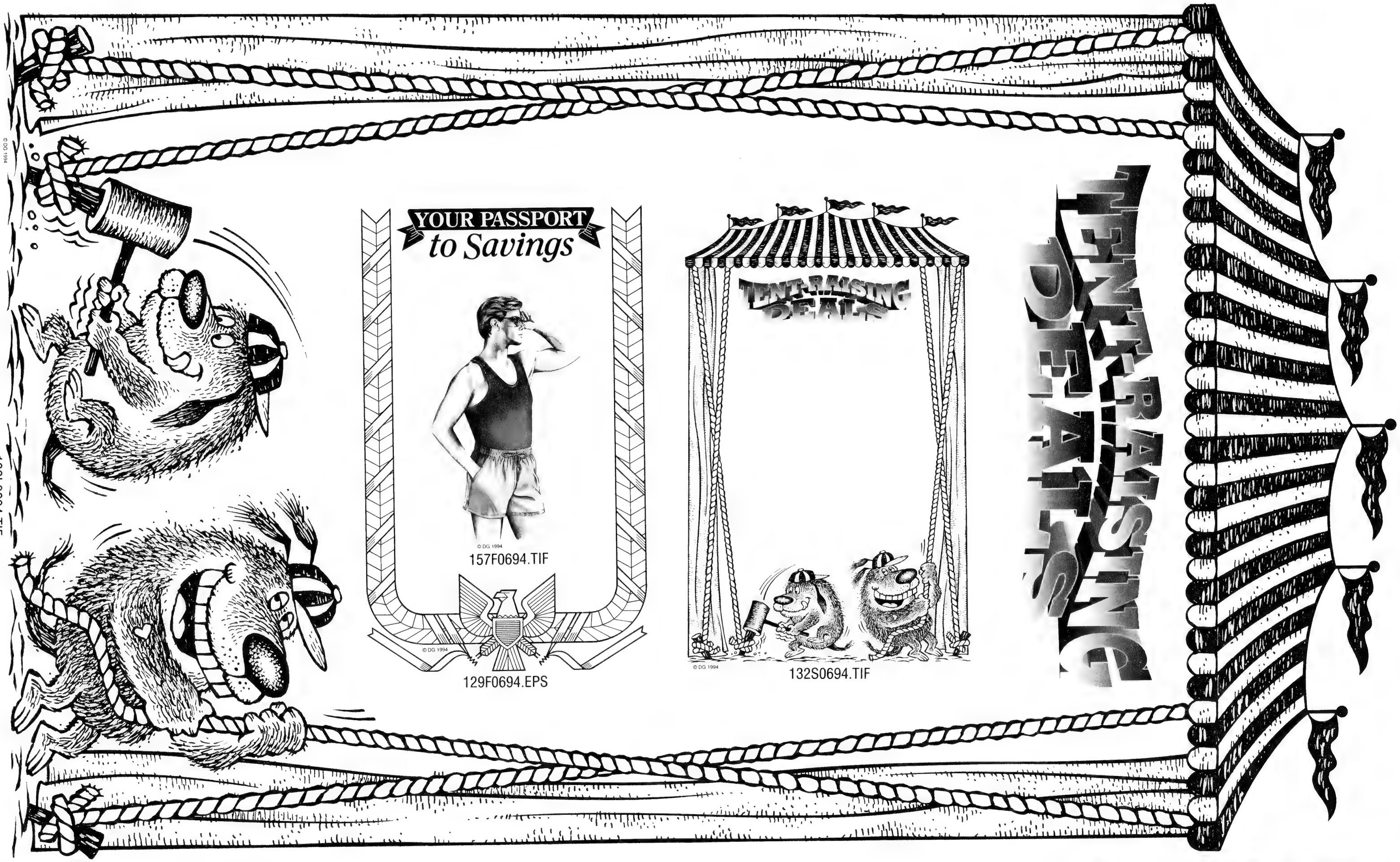

TENT-RAISING DEALS © DG 1994

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the Perfect Gift for the *Perfect Wedding* © DG 1994

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hear ye! hear ye!

151F0694.TIF © DG 1994

TENT-RAISING DEALS © DG 1994

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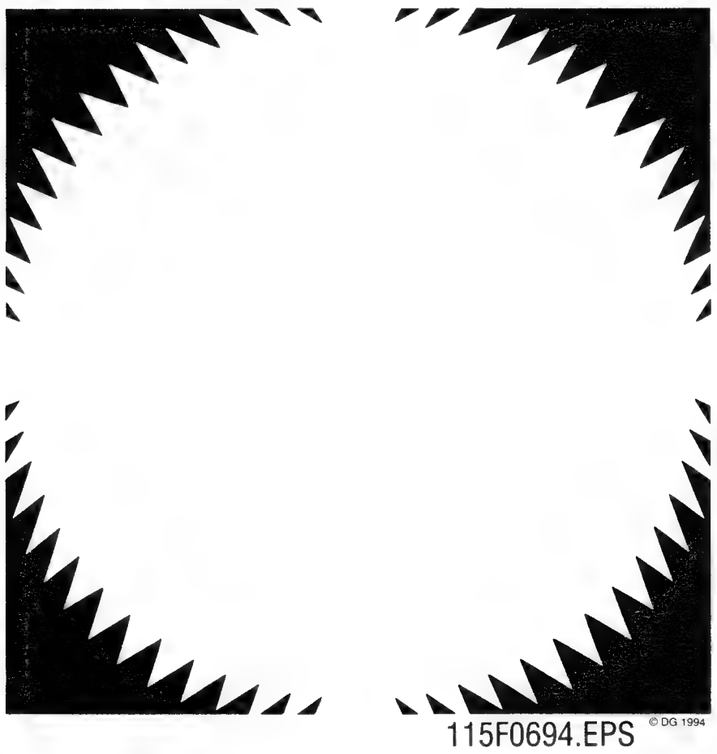
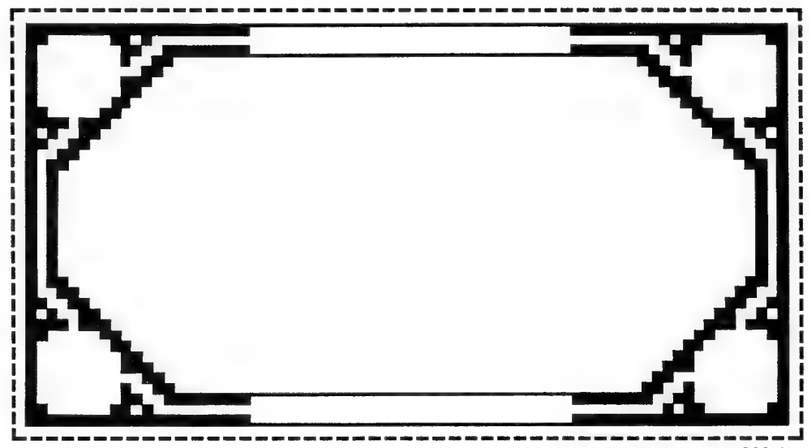


115F0694.EPS © DG 1994

111F0694.TIF © DG 1994



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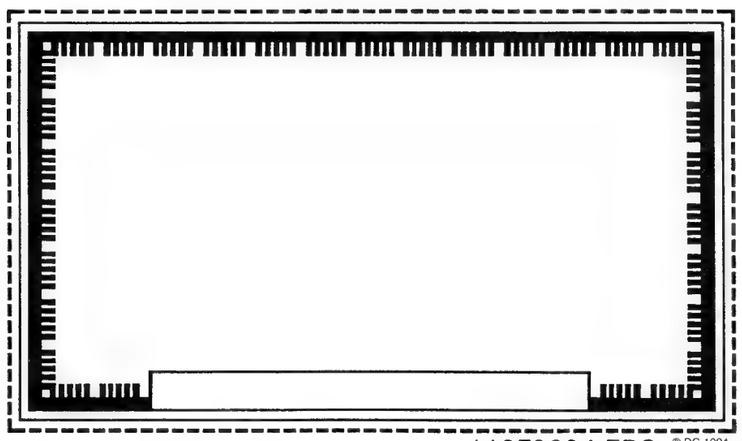
116F0694.EPS © DG 1994



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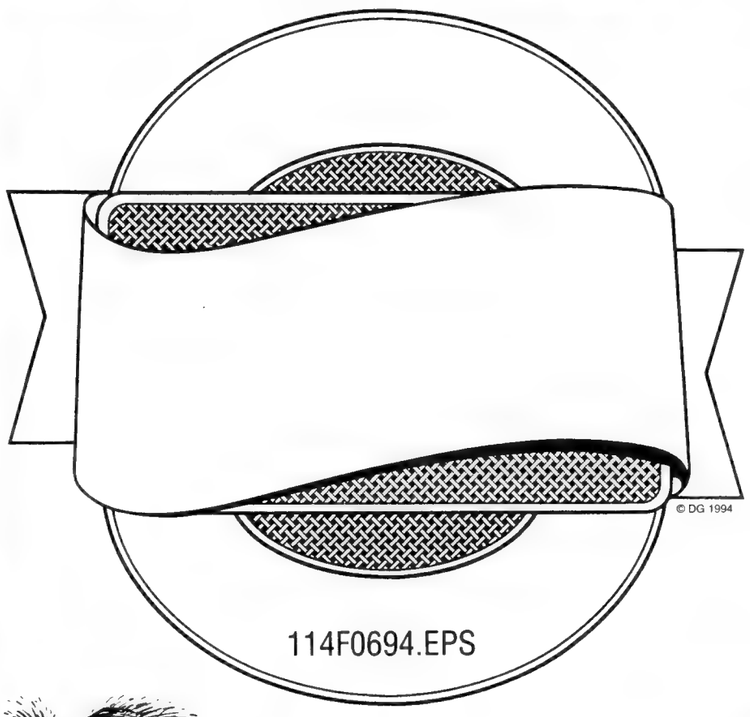

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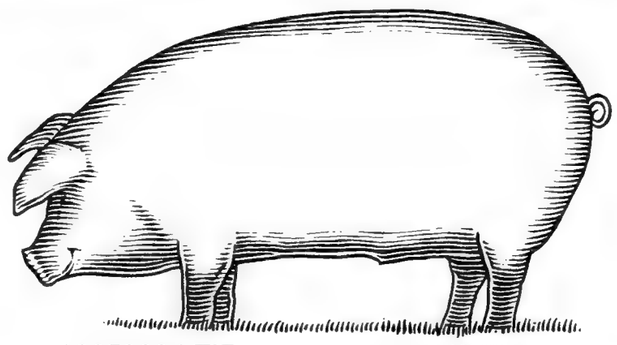

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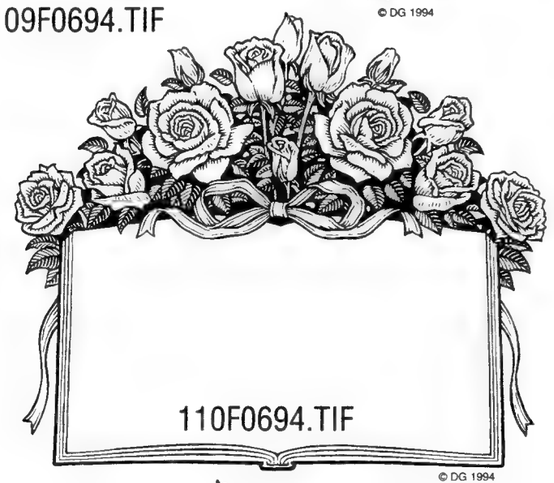

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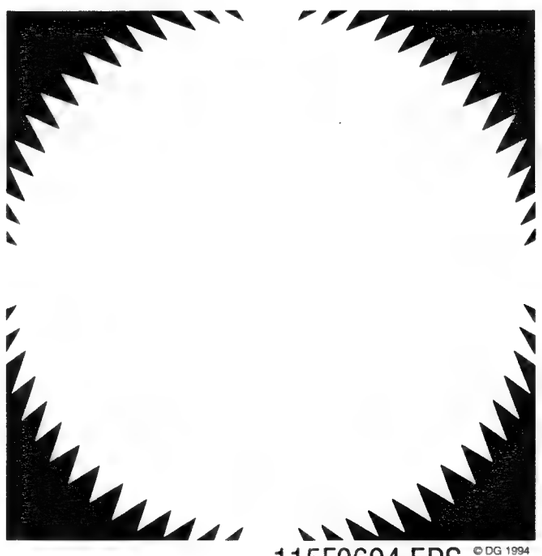

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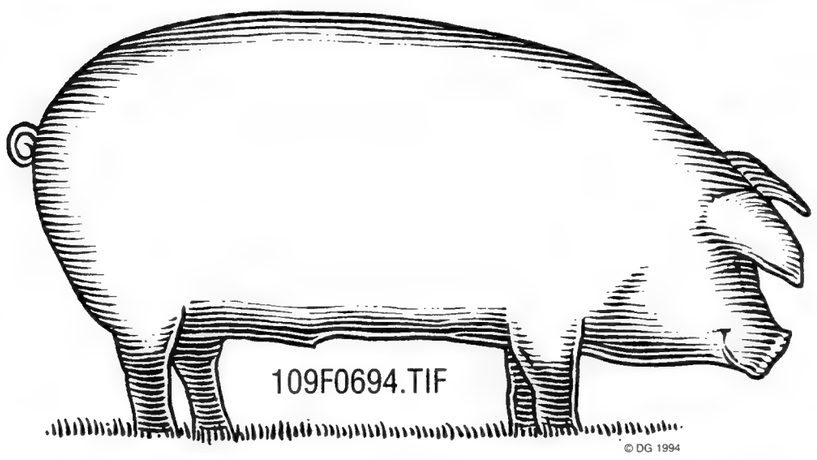

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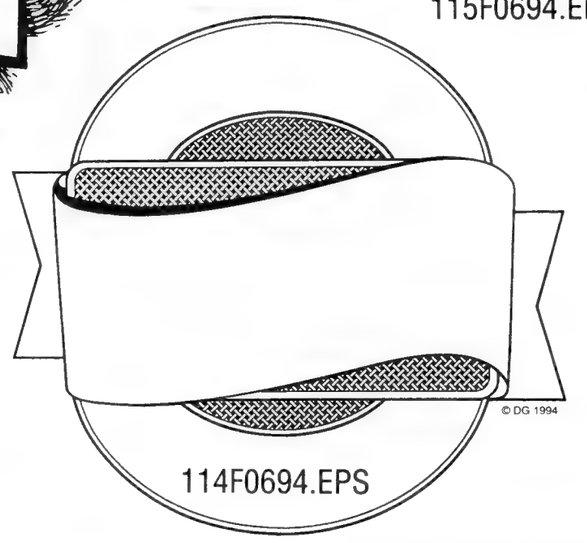

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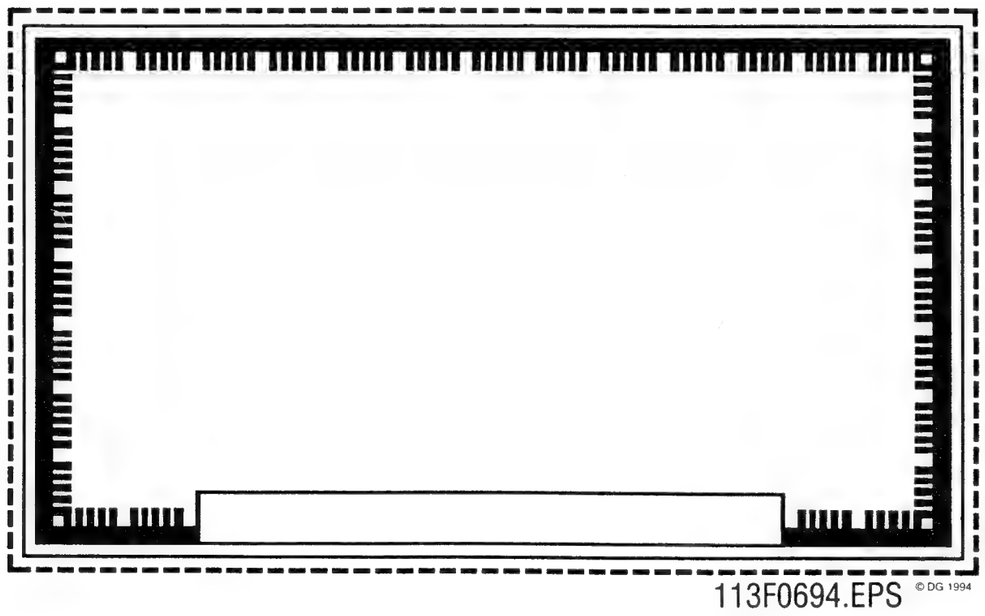

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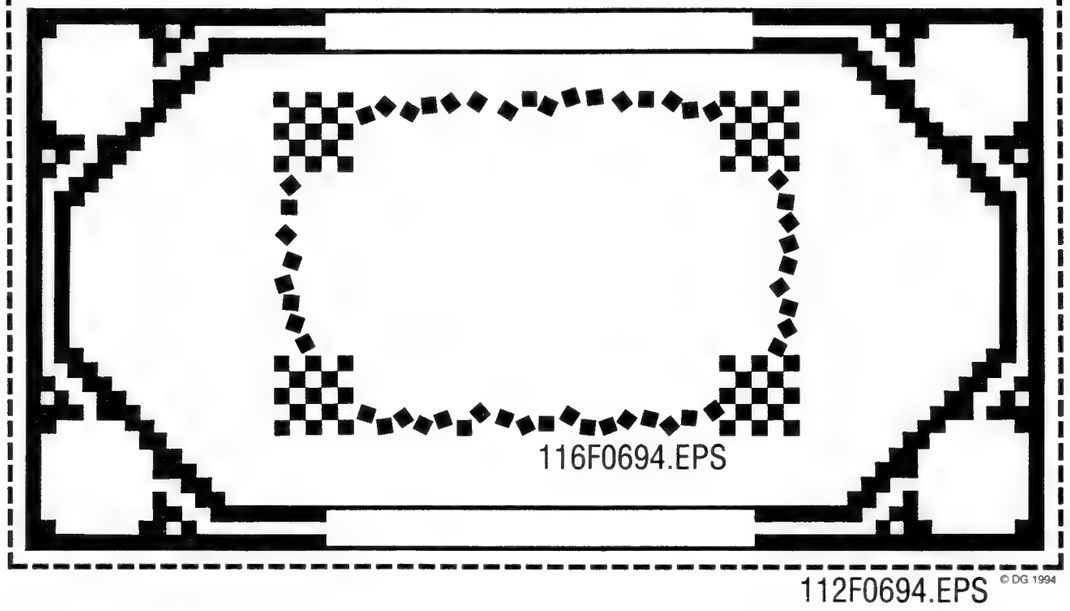

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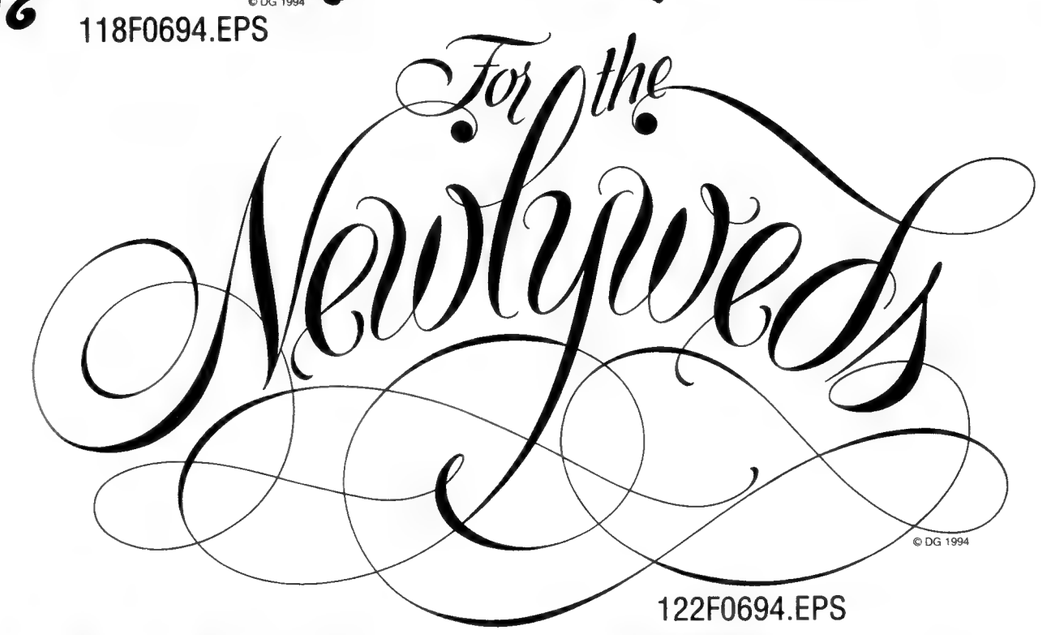

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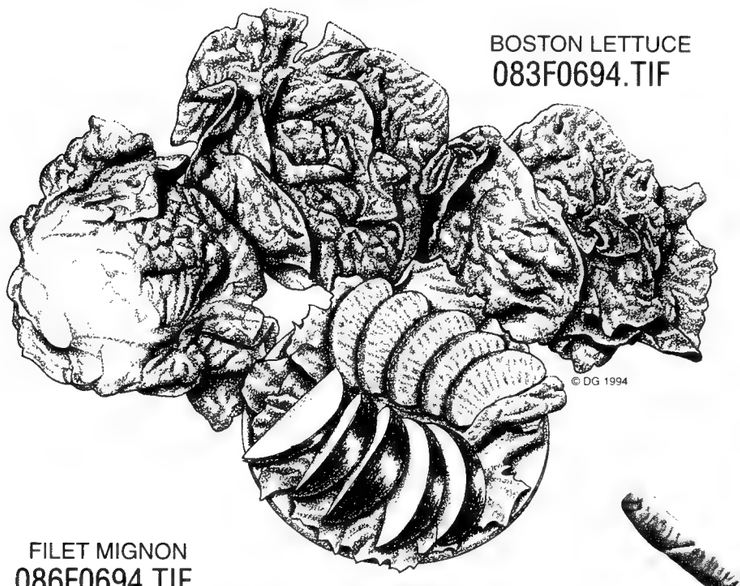

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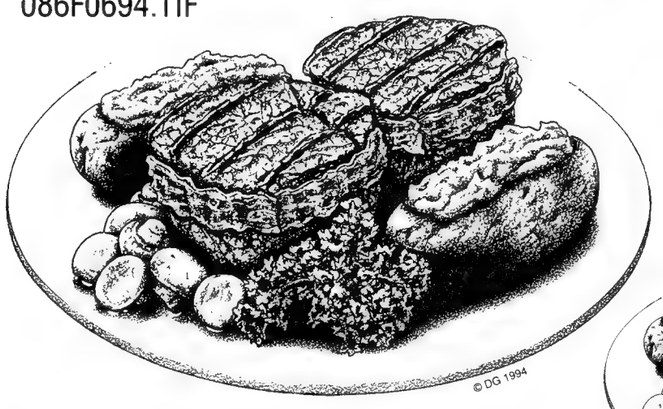

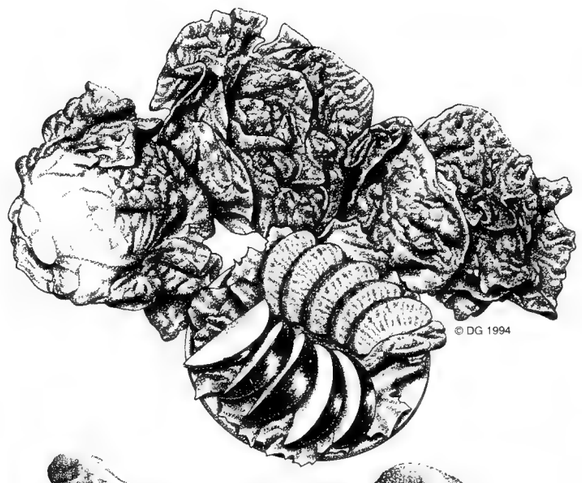

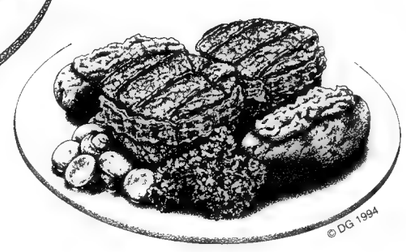

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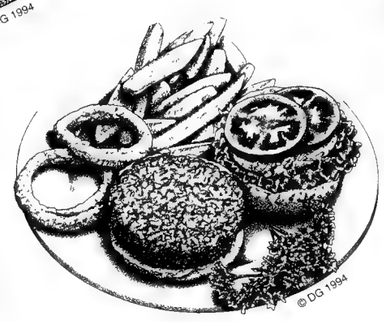

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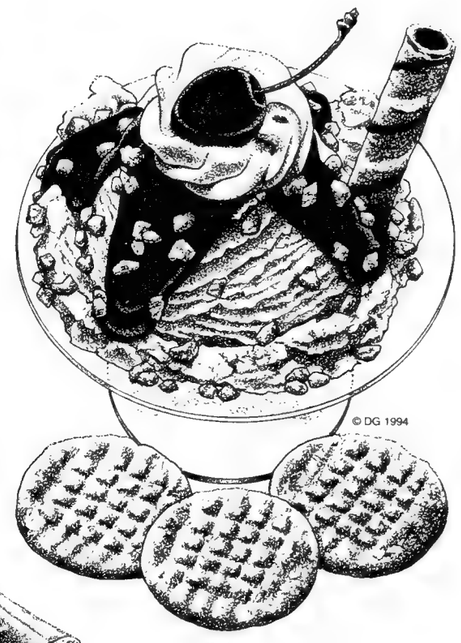

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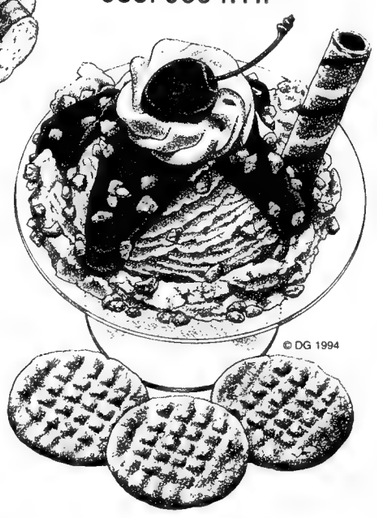

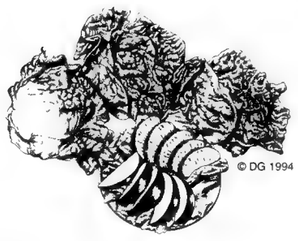

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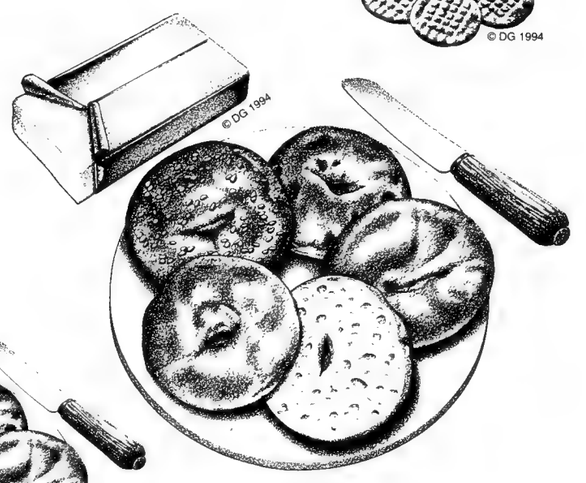

BAGELS
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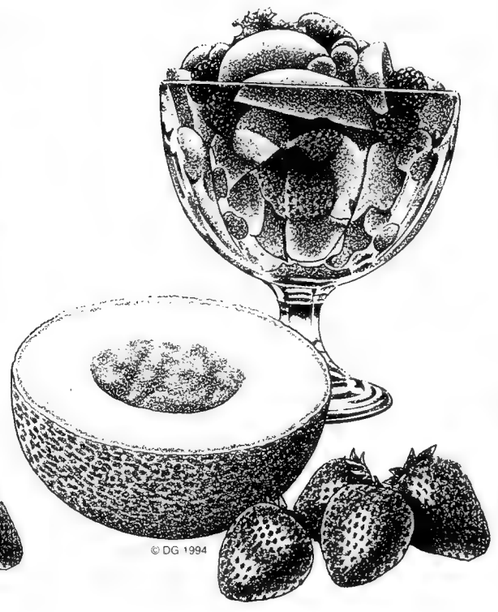

RED GRAPES
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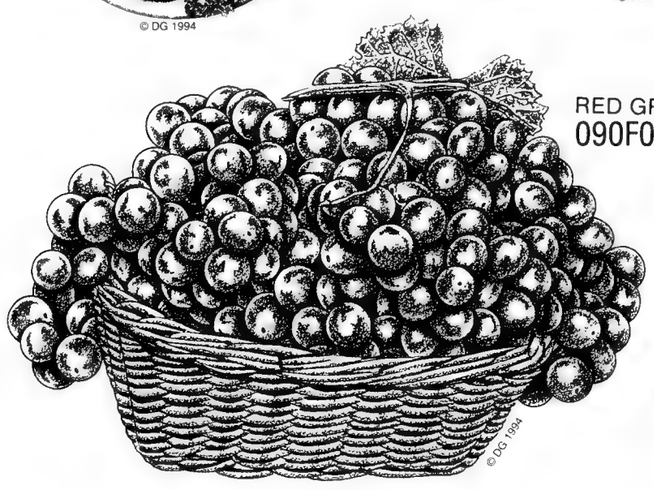

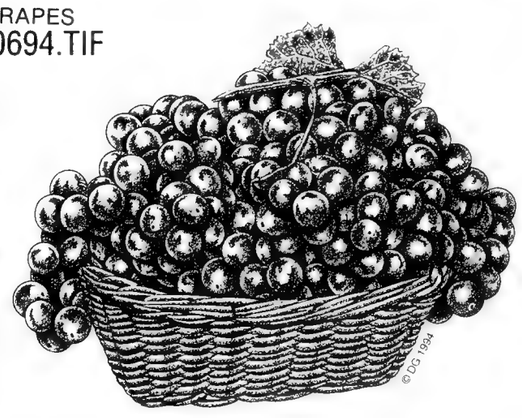

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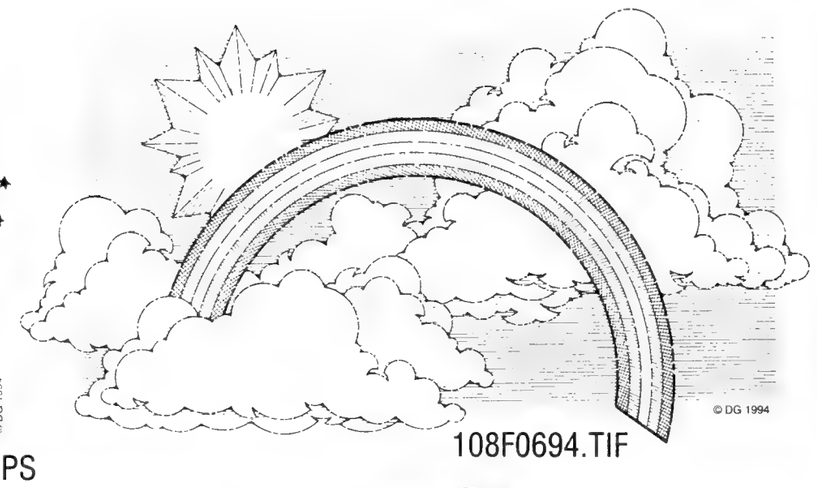
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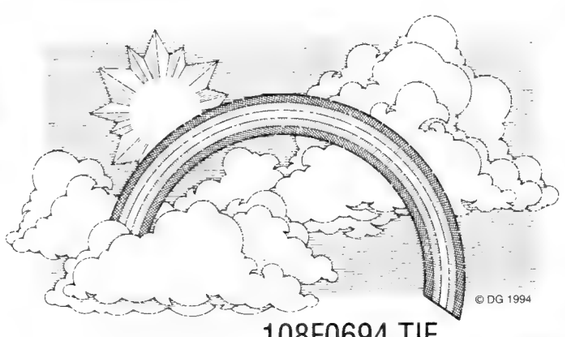
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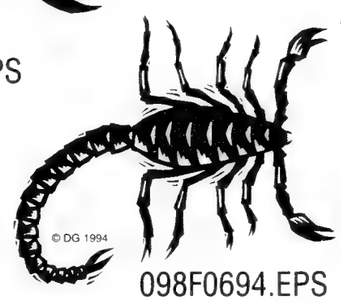
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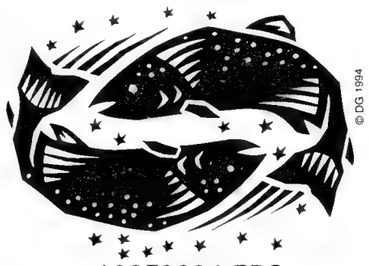
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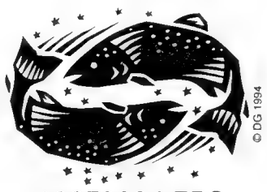
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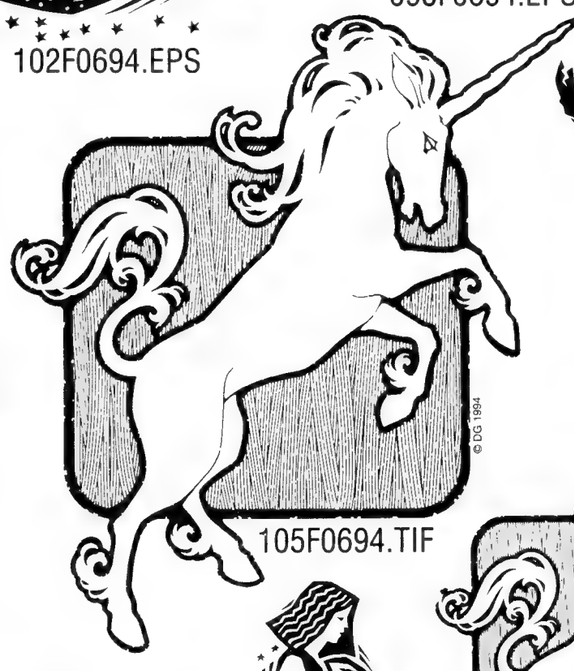
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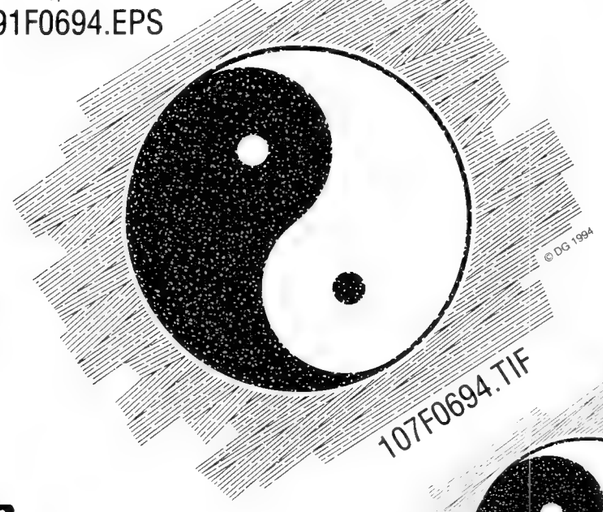
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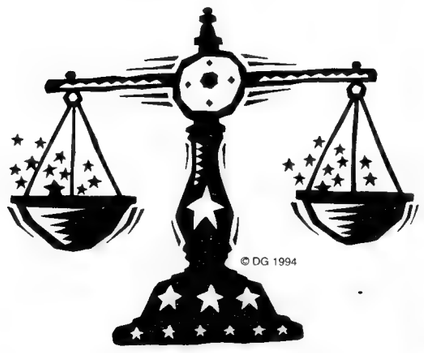
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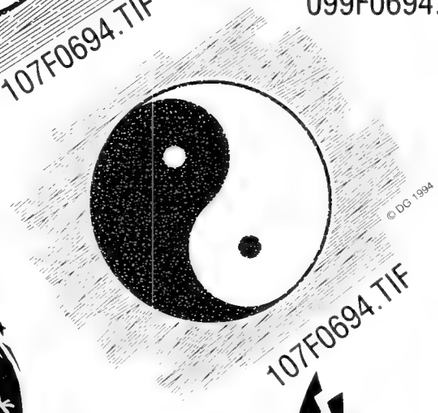
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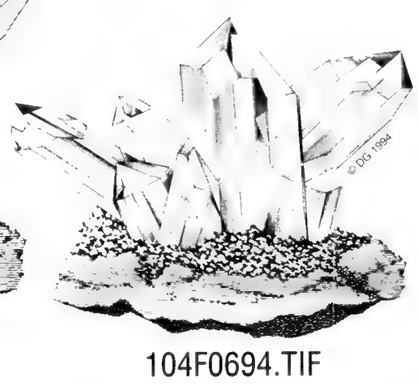
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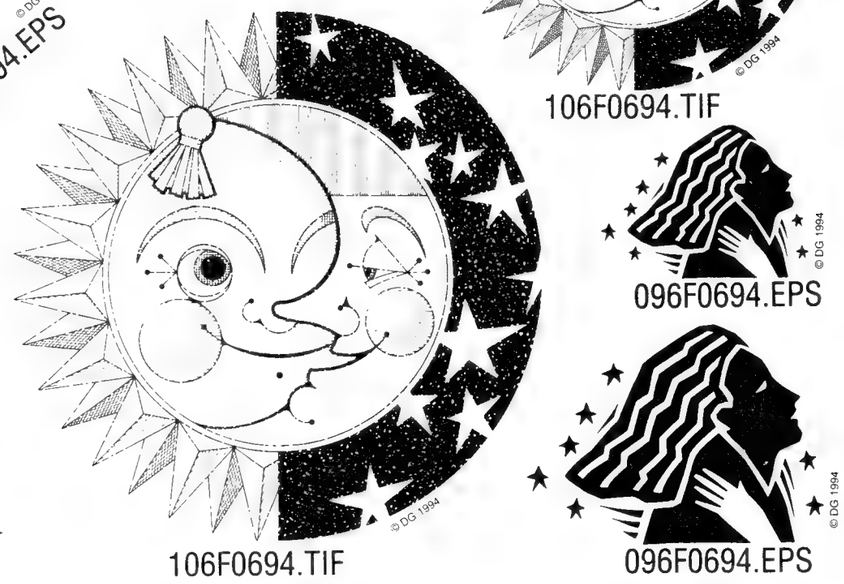
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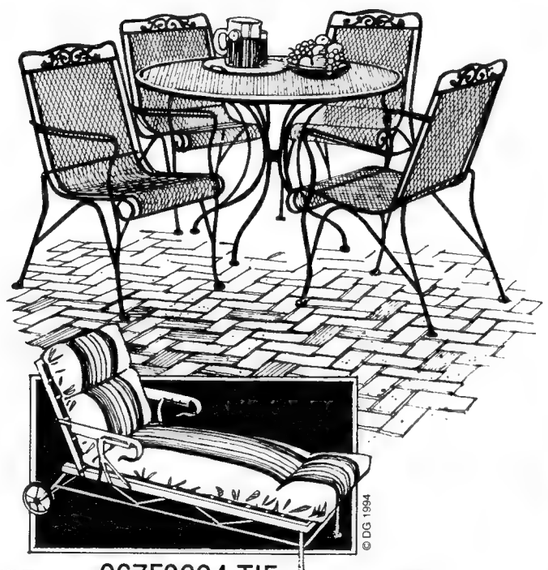

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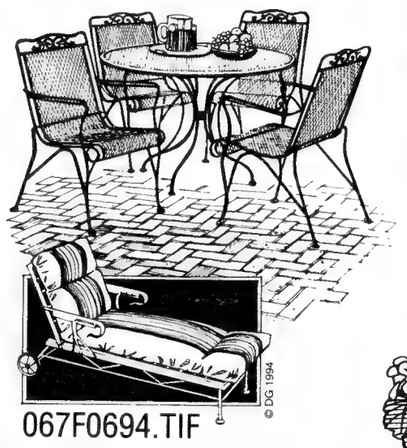

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GARDENING SUPPLIES

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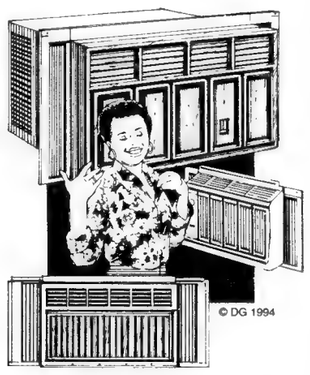

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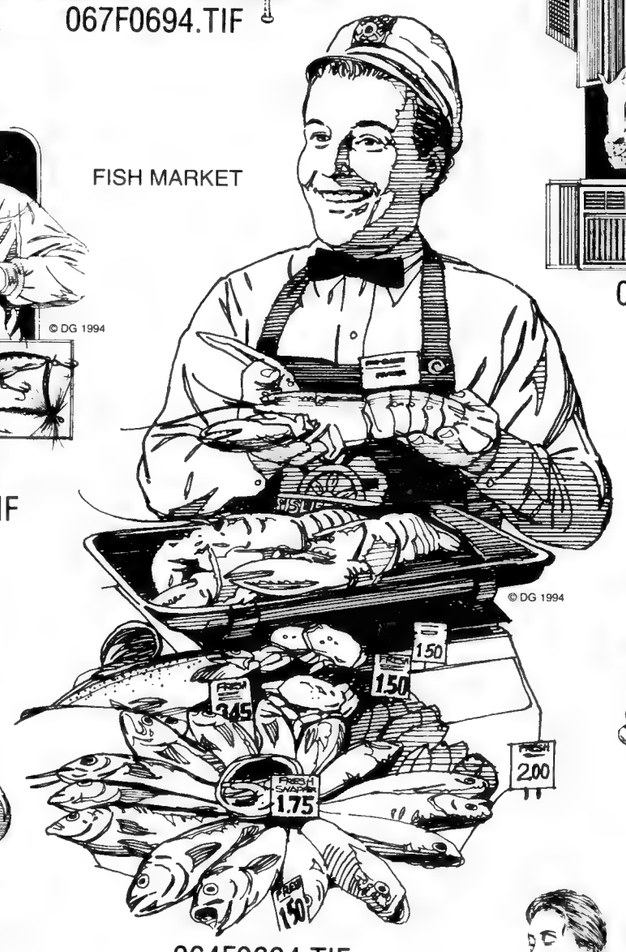

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AIR CONDITIONER SALES
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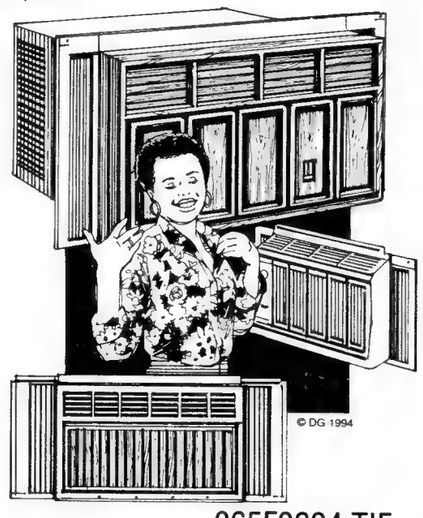

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SHOE REPAIR
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FISHING TACKLE AND BAIT SHOP

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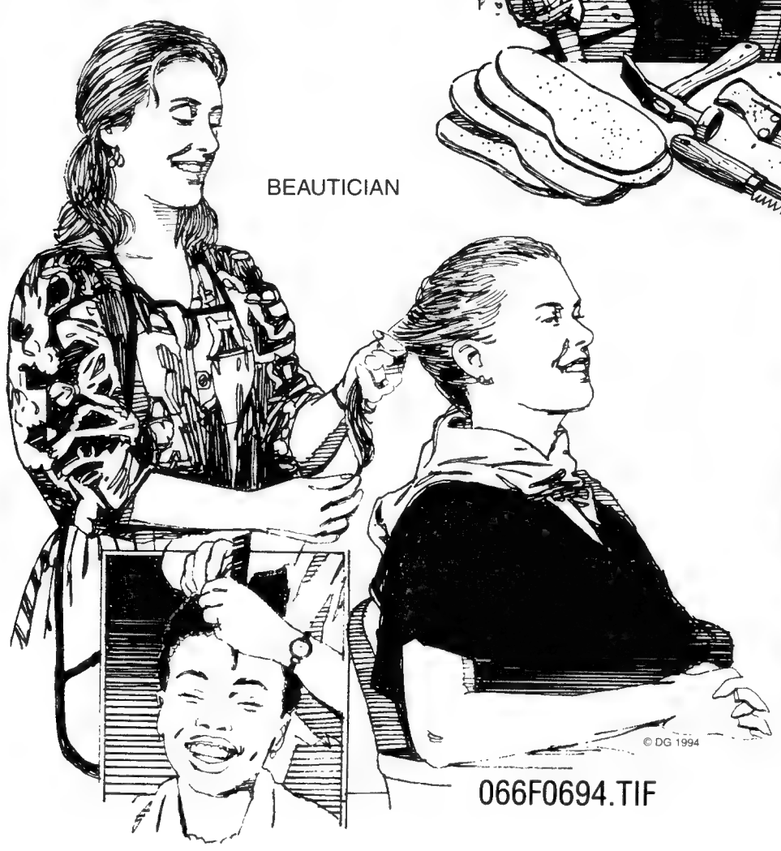
BEAUTICIAN



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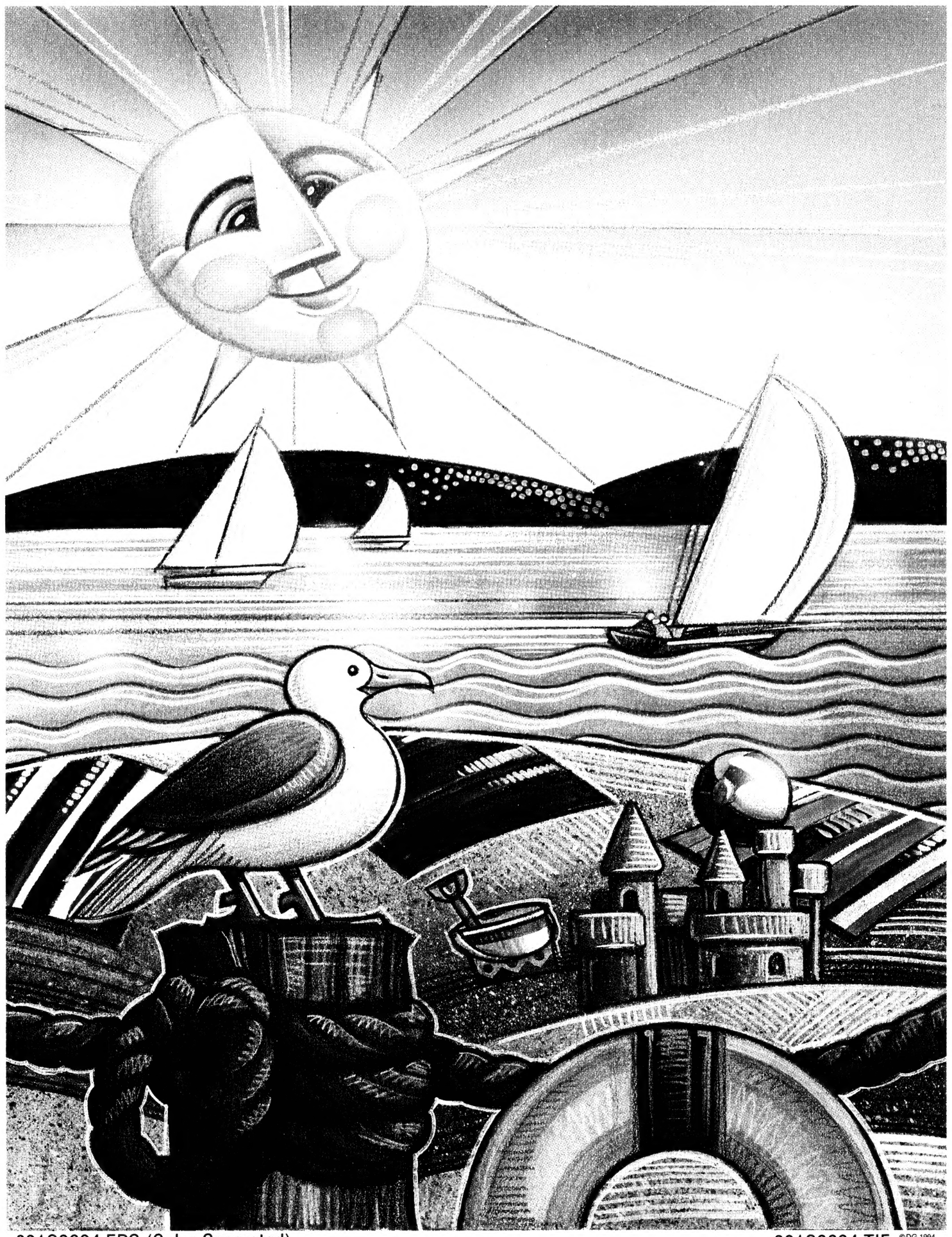

001C0694.EPS (Color Separated)

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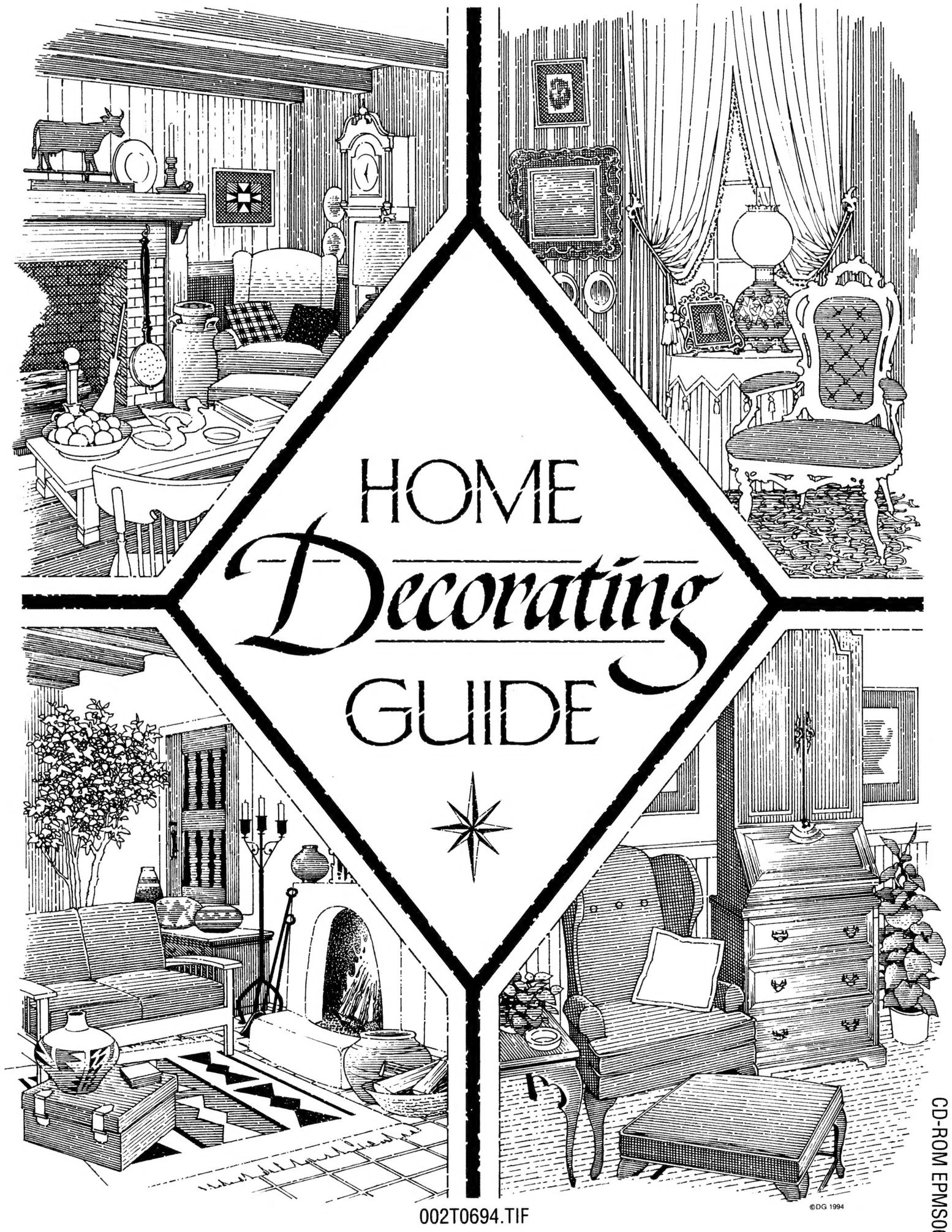
Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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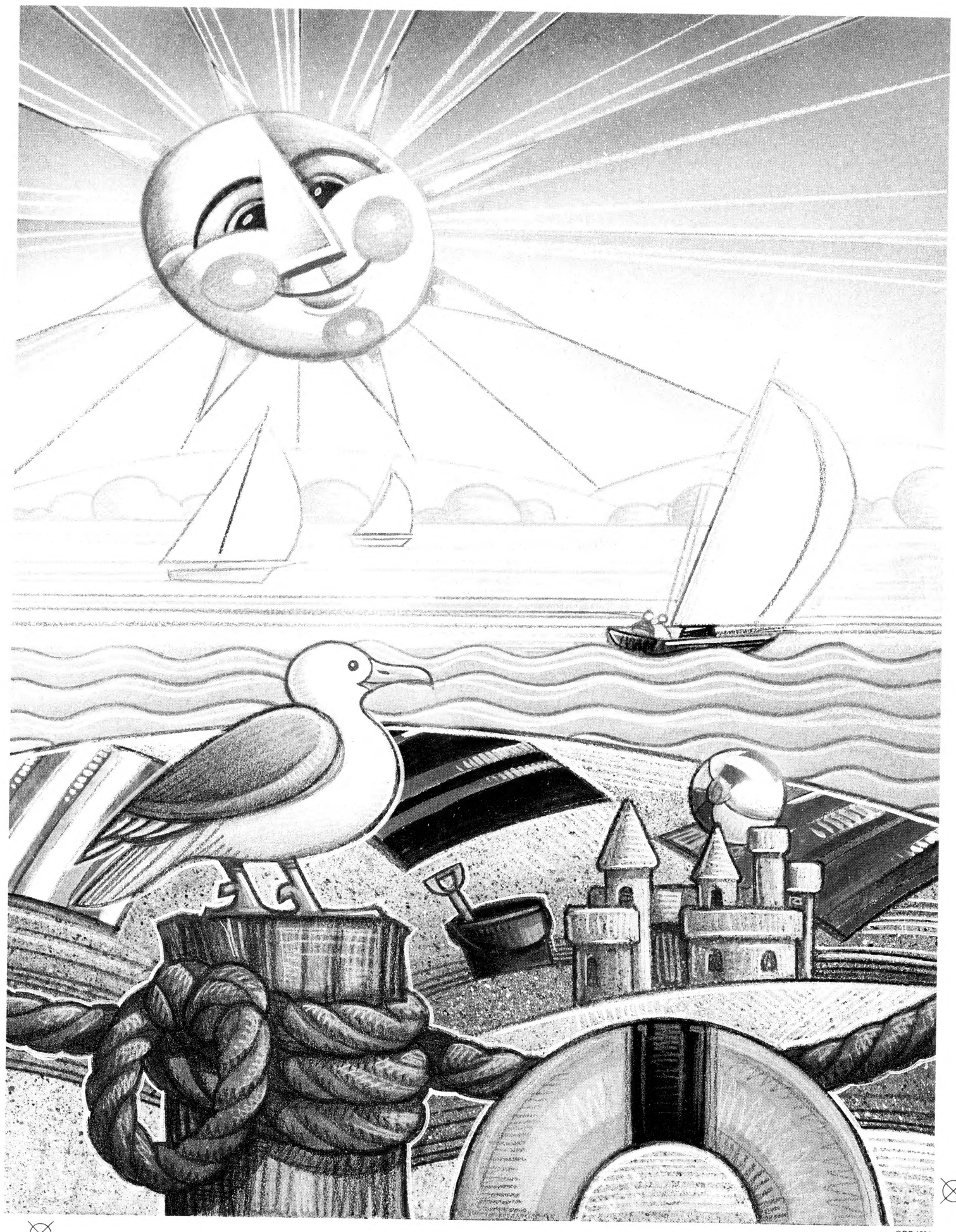
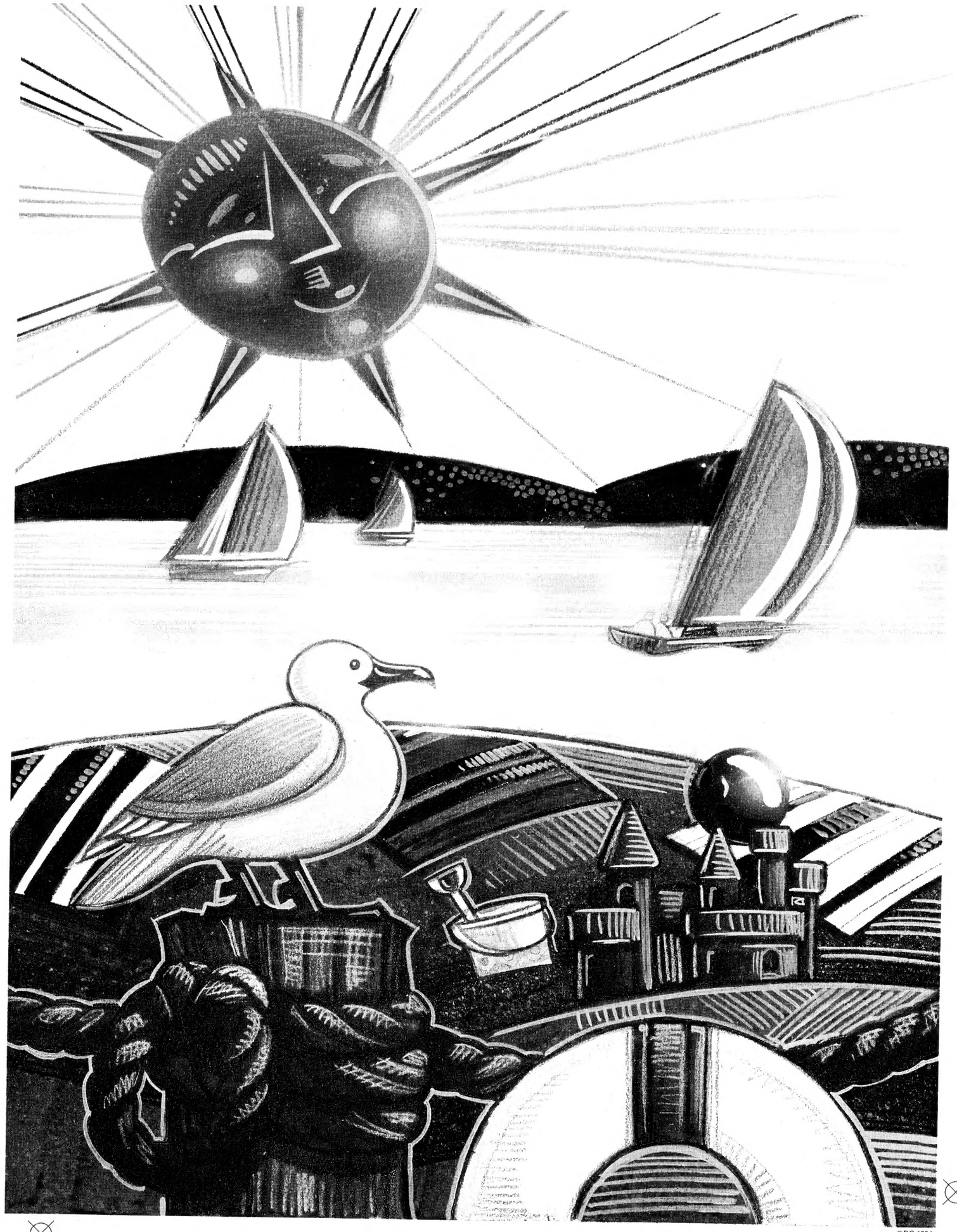


• RED PLATE



• YELLOW PLATE

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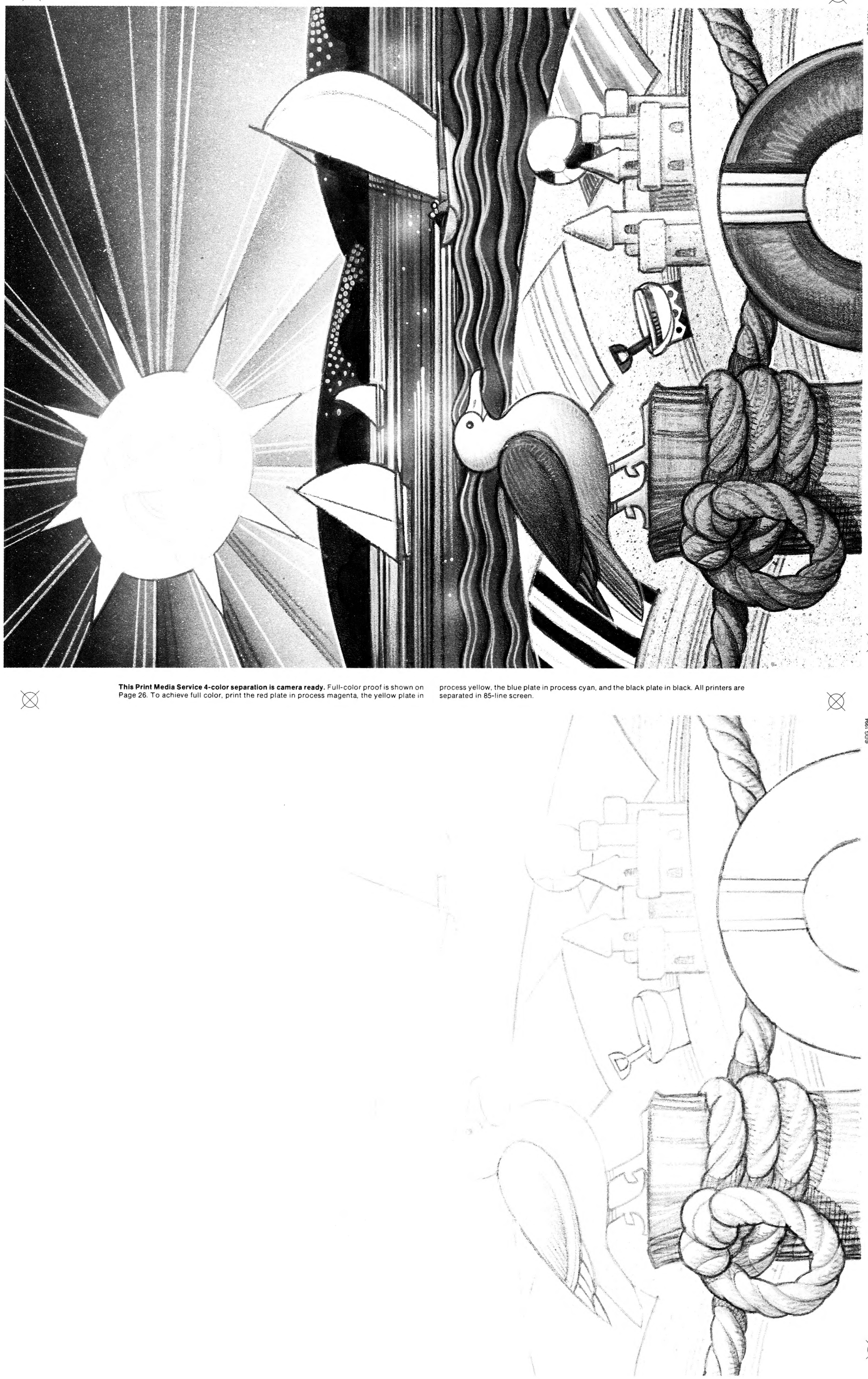

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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